

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CLI, No. 13 NEW YORK, JUNE 26, 1930



ADVERTISING DRIVES THE R · I · V · E · T · S H O M E

WARM-AIR HEATING is as ancient as fire itself. Idealized, it's as healthful as all outdoors. Modernized, it is a most companionable system for apartment or home. ▲ ▲ ▲ The Torrid Zone Furnace, made by the Lennox Furnace Company of Marshalltown, Iowa, and Syracuse, New York, emphasizes the ideal features of warm-air heating. *But most important,* this furnace is constructed of modern armor-plate steel, riveted at the seams just as the law requires a locomotive boiler to be made—then, sans cement, cold-calked like the riveted seams of a submarine. Coal gas, smoke, dust and grime forever are barred from the heating flues. ▲ ▲ ▲ You know that rivets make your hot-water boiler pressure tight, the tank car leak-proof, the gas tank gas-tight. Newspaper advertisements citing these familiar examples of perfect astringency are successfully sealing preference for the "Torrid Zone."

N. W. AYER & SON INCORPORATED
ADVERTISING HEADQUARTERS
WASHINGTON SQUARE ▲ ▲ PHILADELPHIA
New York Boston Chicago San Francisco Detroit London



Hard-working hens and cows and crops are producing more than ever in AGROPOLIS

HENS and cows and crops haven't heard about any business depression. They are working overtime in AGROPOLIS to boost the income of prosperous rural America.

Funny, says the U. S. Department of Agriculture, that the farm income keeps increasing while they say folks have been leaving the farm. The fact is, farmers today know how to get more work out of their hens, cows

and crops than before. That's why they're so prosperous.

They're always on the alert in AGROPOLIS for things that make life lighter and work more profitable. Standard Farm Papers are "newspapers" for AGROPOLIS folks. In 2,000,000 homes of good spenders, when they're looking for these things in their Standard Farm Papers, you can be in the family circle, telling them what to buy.

*Your sales problem is national—but your dealer's is always local—
The Standard Farm Papers meet both!*

Wallace's Farmer and Iowa Homestead
Prairie Farmer
The Farmer-Farm, Stock, & Home,
St. Paul
The Nebraska Farmer

The Progressive Farmer
Hoard's Dairyman
Breeder's Gazette
The American Agriculturist

The STANDARD FARM PAPER UNIT

One order—one billing

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO—C. L. Burlingham, Western Manager, Daily News Building
SAN FRANCISCO—1112 Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLI

NEW YORK, JUNE 26, 1930

No. 13

When Is an Advertising Test Not a Test?

It Is One Thing to See the Necessity for Tests, and Quite Another to Draw the Right Conclusions After the Tests Are Made

By H. M. Warren

Of National Carbon Company, Inc.

"BUT this is tested copy," said the banker. He planked his hand on the full-page advertisement with a smack that said, "that settles it!"

Tested. How they love that word, the bankers and the engineers who so often have the final say on advertising policy! *Tested copy*—a solid rock to tie to in a surging sea of intangibles. No wonder the phrase appeals.

It had all the strength of a king's ukase to the man in the banking house. To catch an advertising man, one of those vague and indefinite creatures, in a patent error of judgment, and to make him like it . . . that was a rare experience, indeed, a morsel to be savored to the full. He yanked the line a little tighter to watch the other wriggle on the hook.

"Let me explain," he went on. "When you understand how thoroughly we tested it, there won't be any question in your mind. You say this copy slant is weak, but take a look at these." He reached into his desk and pulled out sheets of figures. "Just study these a moment! Three different appeals, you see, and three parallel campaigns. Here are the towns in which they ran; here's the dope on buying index, population, circulation, distribution, competition and results . . . with adjustments made to make the figures comparable."

There was a trace of condescen-

sion in his tone. "And then we shifted things around; put the first campaign in the second town, the second in the third, and so on. Each of the three campaigns was run in each of the towns, with this to show." His finger traveled down the line and came to rest at *Summary of Results*. He patted it approvingly. "Anyway you look at it—town by town, two towns out of three or all three put together—this copy slant is right. It has proved itself."

"I can't believe it," said the advertising man. He frowned above the figures.

The banker shrugged his shoulders, faintly out of patience. "Figures carefully compiled like these don't lie."

"Abominably!" the advertising man insisted.

"But aren't the factors properly weighted?"

"They seem to be."

"And haven't these ads, the ones you criticize, produced a higher return than these?"

"Without a doubt!"

"Well . . . ?"

The advertising man looked thoughtfully at the other. He was suddenly conscious of the gulf that stretched between them—the great abyss that yawns between the man of figures and the man who deals in human whims and foibles, human prejudices and emotions, human fancies and taboos and su-

Release the True Voice of your Radio Set

Learn how fine it really is

*** Put a new
Eveready Raytheon
4-Pillar Tube in
each socket**

To increase what rich, clear beauty, what breath-taking realism, your present radio set can give to an evening's program, replace all your tubes with new Eveready Raythons. Let these tubes show you how fine your radio can be! Dealers say that of all radio troubles come from weak or worn-out tubes.

Eveready Raythons are a sound improvement. They are built on a principle new to radio-tubes . . . but old to engineering science itself! Look at the place of a suspension-bridge, for example, and you have subito they rest on four foundation-pilars. Then imagine how steadily such a bridge would be, if its place had only two points of support!

That explains the difference between Eveready Raythons



construction and that of all other tubes. In an Eveready Raytheon, the elements are anchored at four points pointed against the terrible bumps of alignment, and against non-disturbing vibrations in the radio set itself. Eveready Raythons elements are constructed with provision that in comparison with that of a 12-jewel watch and nothing but the 4-Pillar construction can hold them there. Ordinary tube-elements have only two points of support, the Eveready Raytheon 4-Pillar construction is pointed, and no other tube can use it! Call your dealer today. Tell him to bring over a complete set of these stronger, quicker-acting, better tubes. They

will tune down and discover that their thrill of radio set never again with your own set.

NATIONAL CARNON CO., Inc.
General Offices: New York, N. Y.
Branches: Chicago, Kansas City,
San Francisco, Los Angeles,
St. Louis, Dallas, Houston,
Portland, Seattle, San Diego.

The Eveready-Raytheon radio tubes
conform to the standard of the
Radio Manufacturers' Association
and every factory setting an
example of the highest quality
from WEAFA over a volume with
a 25% increase of 10 million

**EVEREADY
RAYTHEON**

**One of a Series of Newspaper Advertisements
in a Current Test Campaign. This Particular
Effort Involves a Test of Definite Sales and
Merchandising Methods. Provision Has Been
Made for Careful Supervision and a Detailed
Check of Results**

perstitutions—shifting, changing values—“more inconstant than the wind. . .” A wave of envy overtook him. How comfortable a man must be when he can solve his every problem with a set of figures! What a fine secure feeling!

“I wish you were right,” he remarked. “I wish the advertising business were as simple as all that. Three test campaigns to try out different kinds of copy. Three cities for the tests. A set of figures grouped to show results, and then . . . the answer, Q.E.D.! How pleasant that would be!” He shook his head. “Unfortunately, you haven’t done it.”

“Why not?”

“You haven’t tested the copy. You haven’t tested this appeal against the others.”

“No? Well, what have we tested, then?”

“You have tested,” said the advertising man, “three different ads but not three different kinds of copy.”

The banker sniffed impatiently. “A rather fine distinction, isn’t it?”

“Not at all. A fundamental, basic distinction, and a perfect illustration of why advertising men and . . .” he bowed “ . . . and bankers so often disagree. You are concerned with effect, and only with effect; but we are concerned with cause. You

want to know that out of these three ads this one is best, producing largest sales. We want to know not only that, but why. What’s the reason back of it; what secret spring in human nature does it touch? What hope or fear or fundamental passion does it reach and stimulate? These are the problems we have to solve.

These are questions that figures cannot answer.”

The banker yawned behind his hand politely. “Yes,” he said, “I see, of course, but . . .”

“I’m coming to it. Let’s take this ad I’ve criticized.

Let’s discover, if we can, just why it was effective.” The advertising man leaned forward in his chair. “To begin with,” he continued, “we must keep in mind the circumstances under which the three campaigns were run. Check me on the facts.

“First, the ads were run to introduce a new product of low unit cost.

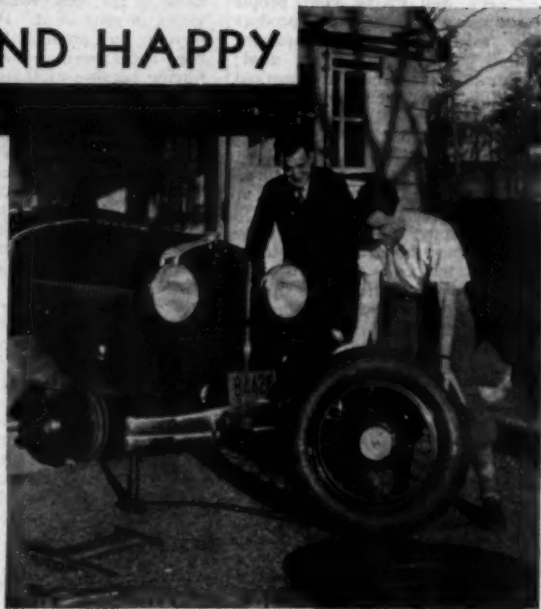
“Second, this new product is allied to a well-known family of products, and bears the family name.

“Third, the leading product of the family has been sold for a number of years by means of a strong fear appeal.

“Fourth, the new product is ex-

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TIRED AND HAPPY



JACK NELSON wrestles the new right-front doughnut into place, and wipes his face with a dirty hand. "Happy days are here again, Pop," he says. "We'd have gotten better mileage out of our old rubber, but the front wheels were out of line."

It might have been Dad; it might have been Jack who chose the new tires for the Nelson equipage. But you can bet your last doubloon that the youngster had plenty to say about it, whether he made the final choice or not.

Fellows like Jack are often the family chauffeur, mechanic and purchasing agent rolled into one. They're alert, automotive-minded, always in step with what's up and coming. When you

realize that probably 50% of all car purchases are guided by youngsters under twenty-one today, you can calculate their influence in the accessory field.

Of the more than 700,000 readers of THE AMERICAN BOY, 85% are of high-school age or older. Man-sized, man-minded. They plug incessantly in their family buying councils for modern goods. And their folks listen with respect, follow their guidance often. Be sure they know your product. Advertise in their own magazine. September forms close July 10th.

The YOUTH'S COMPANION
combined with
American Boy Founded 1827
Detroit Michigan

ceedingly close to this other leading product in the nature of its use. All correct?"

The banker nodded.

"Very well. Now your people come along with the new product and work up three campaigns. Three distinct appeals are used; three different series are worked up. The three campaigns are run for test, as you described, and the second series, this one here, comes out ahead."

"Exactly! That's the picture."

The advertising man picked up the full-page advertisement. "I may be wrong," he said, "but everything I know about the advertising business tells me that this copy slant is weak—a ridiculous appeal. To advertise the product on this basis is absurd. I say it in spite of your figures."

He shook the page belligerently. "The success of this series of ads depends upon the fact that you have used a type of layout and a kind of illustration which duplicate, almost exactly, the ads you have run for the last ten years on the other product. You have identified this product with the other, the leading product of the line. Consciously or otherwise, the public is associating this package with its older brother. You are selling the new on the strength of the old. You have tested a layout; you've tested an art and typography treatment; you've tested the power and pull of your logotype; you've tested pretty clearly everything, in fact, except the copy. Don't you see that's true?"

The banker sat up straight. "By the Beard of the Prophet!" he said, "you may be right, at that."

"I think I am. The thing that clinches it for me is the fact of parallel use. The two products are so closely related by nature of use that the new one, when you use this kind of treatment, gets the benefit of all the advertising done for the old. This ad right here conjures up a host of impressions made by that other advertising. And when the use is so close . . ." he spread his hands, "... you see?"

"Yes. I get the point. But

after all, we're interested in sales. Whatever the reason, this series sold the goods."

"Of course it did; but not because of the copy. Rather, I should guess, in spite of it. People aren't buying the product because this copy appeal strikes home. They're buying because of that strong fear appeal so powerfully presented in the advertising of the other product." He tossed the advertisement aside. "I'd like to bet," he said, "that this copy treatment is actually hurting your sales. It's a counter thrust against the fear appeal, the close identification with the other product, that constitutes the real strength of the series."

"Perhaps."

"In any event," the advertising man concluded, "I think I've made my point. You left a pretty important factor out of consideration when you ran the tests. The two series you discarded were totally unlike the proved, successful advertising of the other product. But the series that won the test had the same kind of layouts, the same kind of illustrations, the same size and type of signature—the same everything, in fact, except the copy."

Figures Sometimes Lie

Whether or not the advertising man made the proper analysis you will doubtless agree that figures do not always tell the truth, the whole truth and nothing but the truth about a test campaign. Factors which no one can definitely measure are too often present. And that is likely to be true no matter what your test is meant to show. There is the classic instance, for example, of the manufacturer of rubber goods who was testing out some different mediums with an advertisement for rubber cuspids. A coupon came back from a hospital publication. It was a big inquiry, several thousand units, and the manufacturer began to see tremendous possibilities in the hospital field. He was dreaming of a big campaign when the salesman who had followed up the inquiry reported back. The prospect, newly appointed manager

(Continued on page 137)

June 26, 1930

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Gasoline Sales in Iowa Increase 32 1-2% (1st 5 Mo. 1930)

Iowa is a good customer for the gasoline tycoons. The average Iowa family now spends over \$100 annually for gasoline.

So far this year (1st 5 months) sales of gasoline in Iowa have increased 32½% or 27,257,820 gallons* more than a year ago.

Favorable business conditions and the rapid building of an extensive system of concrete roads are reflected in the greater use of motor cars.

Des Moines is the key city to the Iowa market. Its strategic location in the center of the state, distant from other sizeable cities, is indicated by the remarkably large circulation of

The Des Moines Register and Tribune

More than 240,000 Daily and 200,000 Sunday

*Based on receipts from state gasoline tax.

J. Walter Thompson Company

Through six strategically located offices in the United States and sixteen offices in other countries which cover Europe, North and South Africa, South America, India and Australia, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

Total population served by these offices is 1,418,000,000



NEW YORK · *Graybar Building · 420 Lexington Avenue*

CHICAGO · *410 North Michigan Avenue*

BOSTON · *80 Boylston Street*

CINCINNATI · *Chamber of Commerce Building*

SAN FRANCISCO · *Russ Building*

LOS ANGELES · *Petroleum Securities Building*

★

MONTREAL · *Dominion Square Building*

★

LONDON · *Bush House, Aldwych, W. C. 2*

PARIS · *12 Boulevard de la Madeleine*

MADRID · *Plaza del Callao, 4*

STOCKHOLM · *Kungsgatan 39*

COPENHAGEN · *Axelborg*

BERLIN · *Unter Den Linden 39*

ANTWERP · *115 Avenue de France*

WARSAW · *Czackiego 17*

★

ALEXANDRIA · *27 Rue Cberif Pacha*

PORT ELIZABETH · *South Africa · Netherlands Bank Building*

★

BUENOS AIRES · *Argentina · Avenida R. Saenz Pena, 636*

SAO PAULO · *Brazil · Praça Ramos Azevedo 16*

★

BOMBAY · *India · Shaw Wallace Building, Ballard Estate*

★

MELBOURNE · *Australia · 145 Collins Street*

SYDNEY · *Australia · Asbestos House, 65 York Street*

★

LATIN-AMERICAN & FAR EASTERN DIVISION

New York Office

Foggy Business Weather

It Took Some Expert Navigating to Take the Company Ship Through the Bad First and Second Quarters, Without Disaster But Some Captains Were Able to Do It

By Andrew M. Howe

WITHIN a few days the second quarter and half yearly reports of our leading business corporations will be issued. Just how good they will be we can only surmise.

But we do know all the bad news about the first quarter. In the May 15 issue of **PRINTERS' INK**, were presented the earnings of eighty individual companies, all advertisers, and also a tabulation of the reports of 200 corporations, by industries. This table showed combined net profits of the 200 for the first quarter of this year of \$293,333,000 as against \$362,851,000 in the corresponding period of 1929, representing a decline of approximately \$69,000,000 or 19 per cent.

It was pointed out in this article that 1928 really offers a fairer basis for comparison and that the first quarter of 1930 actually showed a gain of approximately \$13,000,000 or 4 per cent over two years ago.

These figures were for 200 cor-

porations which had reported up to that time. Since then more reports have been published. Below is a tabulation which includes the same 200 whose earnings were given before and in addition includes 100 more which have since reported. This tabulation was compiled by the National City Bank of New York.

This table does not change the general showing of business for the first quarter to any great extent. These 300 companies show a decrease of 21 per cent for the first quarter of 1930 as compared with the first quarter of 1929, the aggregate net profits for all companies combined declining from approximately \$438,000,000 to \$344,000,000. But as in the case of the 200 companies, there is a slight increase in profits over 1928. In that year the total was \$327,000,000 making this year's increase 5 per cent.

Those companies that managed to steer through the first quarter business fog safely, and show an

| No. | Industry | 1928 | Net Profit (000's omitted) | | Per Cent Change |
|-----|-------------------------|-----------|-------------------------------|-----------|--------------------|
| | | | 1929 | 1930 | |
| 6 | Amusements | \$ 7,067 | \$13,328 | \$19,978 | +49.8 |
| 17 | Automobiles | 93,199 | 98,096 | 55,361 | -43.5 |
| 26 | Auto Accessories | 15,700 | 24,402 | 12,909 | -47.0 |
| 8 | Baking | 6,764 | 9,432 | 8,498 | -9.9 |
| 7 | Building Materials | 2,069 | 3,121 | 1,687 | -45.9 |
| 17 | Chemicals | 35,745 | 44,129 | 35,124 | -20.4 |
| 7 | Coal Mining | 819 | 1,785 | 1,118 | -37.3 |
| 11 | Electrical Equipment | 17,642 | 23,841 | 21,375 | -10.3 |
| 18 | Food Products | 26,120 | 27,940 | 28,375 | + 1.5 |
| 9 | Household Supplies | 2,849 | 3,142 | 2,452 | -21.9 |
| 23 | Iron and Steel | 36,780 | 73,949 | 63,932 | -13.5 |
| 18 | Machinery | 6,488 | 9,726 | 8,294 | -14.7 |
| 4 | Merchandising | 3,845 | 4,352 | 3,568 | -18.0 |
| 14 | Mining—Non-ferrous | 10,236 | 23,455 | 12,583 | -46.3 |
| 6 | Office Equipment | 4,717 | 6,108 | 4,728 | -22.5 |
| 8 | Paper Products | 2,532 | 1,809 | 2,455 | +35.7 |
| 25 | Petroleum | 16,550 | 27,391 | 20,300 | -22.2 |
| 8 | Printing and Publishing | 7,943 | 8,921 | 9,974 | +11.8 |
| 6 | Railway Equipment | 3,493 | 4,733 | 5,810 | +22.7 |
| 4 | Realty | 2,003 | 2,708 | 2,336 | -13.7 |
| 5 | Restaurant Chains | 1,368 | 1,700 | 1,930 | +13.5 |
| 9 | Textiles and Apparel | 1,428 | 1,724 | 1,033 | -40.0 |
| 2 | Tobacco (Cigars) | 2,128 | 2,407 | 1,928 | -15.7 |
| 38 | Miscellaneous | 19,617 | 21,736 | 19,346 | -10.9 |
| 300 | Total | \$327,102 | \$439,935 | \$344,894 | -21.6 |

Thorough Trading Area Coverage Through One Newspaper!

Milwaukee Income Tax Up 30% in One Year!

STATE income taxes levied in Milwaukee county for 1930 total 30% more than in 1929, although the tax rate was not changed. The increase is due entirely to the substantial growth of business in Greater Milwaukee.

The Journal, evening and Sunday, is the only Milwaukee paper keeping pace with this growth—making circulation gains while the other Milwaukee newspapers show losses—each year making it more evident that it is the *one* and *only* newspaper necessary to thoroughly cover and sell this prosperous market.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More than Four out of Five Milwaukee Families!

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Per Cent
Change
1929-30
+49.8
-43.5
-47.0
-9.9
-45.9
-20.4
-37.3
-10.3
+ 1.5
-21.9
-13.5
-14.7
-18.0
-46.3
-22.5
+35.7
-22.2
+11.8
+22.7
-13.7
+13.5
-40.0
-15.7
-10.9
-21.6

increase in profits over 1929, were very few indeed. In some instances unusual conditions in particular industries made it possible for individual companies to show increases. Other companies managed to squeeze out a few more profit dollars by economies and special sales efforts.

There were many companies that made their advertising play an important part in boosting sales—many appropriations were increased because the executives believed that this year, more than ever before, consistent and well-planned advertising would be a necessity if their companies were to make any progress at all.

J. A. Bohannon, president of the Peerless Motor Car Corporation, for example, places "a definite advertising program" in first place among the major factors that helped his company to report profits of \$93,000 for the first three months of this year as compared to \$24,000 a year ago.

"I am sure you will appreciate," he writes, "that in a large organization many factors must contribute to an excellent showing of this kind.

"We feel, however, that the major factors have been:

"1. A definite advertising program featuring new Peerless products and progress, and carried on without influence from general business conditions.

"2. A sound dealer policy and support which has resulted in an increased, rather than a decreased, distributory organization.

"3. New products of outstanding quality, beauty and performance.

"4. Complete rebuilding and equipping of production facilities, giving us manufacturing facilities equal to any in the industry.

"5. A budgetary control on all operations.

"I believe that the benefits to be derived from the foregoing policies are indicated by operating results."

Mr. Bohannon's five major factors might well serve as beacons to guide a successful business through bad business weather. Any company which will follow these, carefully and intelligently, is on

the same route that led Peerless through the fog to increased profits.

Another national advertiser which showed an increase in profits for the first quarter of this year over last is the AutoStrop Safety Razor Company, Inc. This company reported profits of \$312,000* for the first three months of 1930, against \$200,000 in 1929—an enviable increase.

N. R. Maas, president of AutoStrop, writes that "it is of course difficult to point to any one thing as being responsible for an increase in our profits. Advertising," he continues, "plays an important part. We are spending more money for advertising this year than ever before. This is partly accounted for by the fact that we have a new product—Probak—and naturally this requires advertising.

"Regular Valet business has gone ahead and profits from that department of our business also show an increase without taking into consideration the additional profits earned through Probak."

The business weather we have been having has tested the skill of our navigators. A few, such as Captains Bohannon and Maas, have made some real progress in spite of the fog. And in both instances ample use of all of the best navigation instruments has been made—with advertising playing a most important part.

*In the May 15 issue AutoStrop earnings were incorrectly reported as being \$280,000 for the first quarter of 1930.

Consolidated Cigar to Young & Rubicam

The Consolidated Cigar Company, New York, manufacturer of Dutch Master and Henry George cigars, has appointed Young & Rubicam, Inc., New York advertising agency, to direct its advertising account. The appointment, which becomes effective August 1, covers all brands with the exception of El Producto, which is handled by the Aitken-Rynett Company, Philadelphia.

Charles Mayne to Join Brisacher

Charles Mayne, formerly advertising manager of Haas, Baruch and Company, Los Angeles, canned goods wholesale house, will, after July 1, be a staff executive of the Los Angeles office of Emil Brisacher and Staff, advertising.

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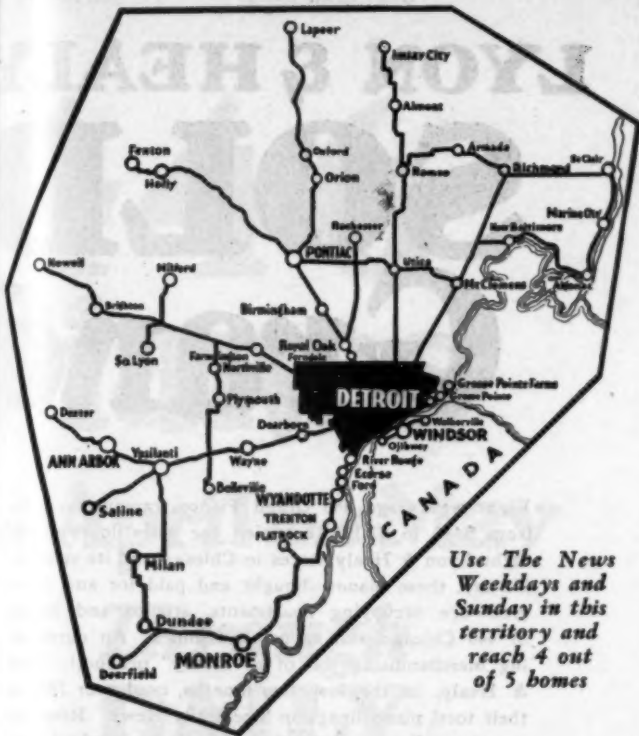
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Company, of Dutch cigars, has Inc., New to direct its appointment, at 1, covers tion of El the Aitken-

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advertising d Company, a wholesale a staff ex- office of iverising.



74,000 More Homes in Detroit To Read Your Message

Consider how really economical use of The News in Detroit is! With a total of 340,000 weekday circulation The News has 74,000 more copies sold in the local trading territory than any other Detroit newspaper. Moreover News circulation is largely home circulation with multiple reader interest. Use The News, alone, in Detroit. Get more home circulation, less duplication—greater results.

The Detroit News

THE HOME NEWSPAPER

New York Office:

I. A. Klein, Inc., 30 E. 42nd St.

Chicago Office:

J. E. Lutz, 180 N. Michigan

400,000 Sunday Circulation—340,000 Weekdays

LYON & HEALY SOLD Grand

Eight weeks ago 446 Grand Pianos, ranging in price from \$435 to \$3,175, occupied the sales floors of the eight Lyon & Healy stores in Chicago and its suburbs. To-day, these pianos—bought and paid for and delivered—are occupying apartments, studios and homes of 446 Chicago and suburban families. An outstanding merchandising job of a "luxury" product! Lyon & Healy, in the last two months, used over 76% of their total piano lineage in *The Daily News*. Response was immediate and continuous. Four hundred and forty-six Grand Pianos sold! A remarkable showing for an article to the purchase of which much thought and saving must be applied by the average family. It is proof again of the HOME EFFECTIVENESS . . . that makes *The Daily News* the leading daily advertising medium in Chicago. And it's additional evidence that your sales message, whether it offers pianos or pins of quality, will find a ready acceptance and response in the more than 450,000 homes in which *The Daily News* is read.

THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

CHICAGO
Office
News Plaza
Barber 1111
YORK
Woodward,
Inc.
E. 426 St.
Oakland 2779

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Through
DAILY
NEWS
Advertising

ADVERTISING REPRESENTATIVES:

CHICAGO

Office
News Plaza
North 1111

NEW

YORK
Woodward,
Inc.
E. 42d St.
Phone 2779

DETROIT

Joseph R. Seolara
3-241 General
Motors Bldg.
Tel. Empire 7810

SAN FRANCISCO

C. Geo. Krogness
303 Crocker
1st Nat'l Bank Bldg.
Tel. Douglas 7882

ATLANTA

A. D. Grant
711-712 Glenn Bldg.
Tel. Walnut 8962

MEMBER OF THE

100,000 GROUP
OF AMERICAN
CITIES

**Uncle Sam's
preliminary report
shows
1,819,764 human beings
resident within
the city circulation
boundaries of the
Detroit newspapers.
The Detroit Times
is proud to have
the U. S. Government
verify its story
of Detroit's growth**

"THE TREND IS TO THE TIMES"

Represented nationally by the **RODNEY E. BOONE ORGANIZATION**

Why Cut Prices When Sales Volume Slumps?

This Is Customary and Conventional, But Its Soundness Is Seriously to Be Questioned

AMERICAN STOVE COMPANY
LORAIN, OHIO

Editor of *PRINTERS' INK*:

Just for the sake of answering an argument that does not have any direct relation to the stove business will you please give us the facts in regard to the trend of prices when the general business of the country is in a decline?

Some hold that prices predicated on a certain volume would automatically go up if sales fell off. That is to say, if a manufacturer was selling a car at \$500 based on a volume of one million cars per year, during a business depression with sales falling off, he would raise his prices.

As an example, Majestic Radio prices were raised June 1. Is this because of an economic or business rule, that with falling volume prices must rise?

Our contention is that with declining sales, prices are cut and cut again, to stimulate buying and meet competition. That this has always been the experience of the business world and always will be. For instance, our recollection is that prices for steel went down when business was off and up when business was good. Will you please give—not the theory or ideal rule—but the actual facts based on this and previous business depressions.

AMERICAN STOVE COMPANY,
C. F. FARNHAM,
Advertising Department.

MR. FARNHAM is correct in his thought "with declining sales, prices are cut again and again to stimulate buying and meet competition." But this doesn't indicate that the custom, if it can be called a custom, is economically correct. Many manufacturers are doing some heavy thinking in these times of sluggish selling and more than one has concluded that to cut prices uneconomically is the very way not to stimulate selling.

Take for instance the increase in the selling price of the Majestic Radio, as mentioned by Mr. Farnham. We have it on the authority of Duane Wanamaker, vice-president of Grigsby-Grunow Company, maker of the Majestic Radio, that the increased price which took effect on June 1 was deliberately decided upon for the sole purpose of

doing what reduced prices are supposed to do—enlarge the selling volume.

What happened to the radio industry a few months ago when certain large manufacturers failed and threw enormous quantities of distress merchandise upon the market is now an old story. Of one accord manufacturers, Grigsby-Grunow among them, began to slash their prices so as to compete with the radios passed by the receivers along to the public for what they would bring. The net result was decidedly unhappy; the public, as manufacturers practically admit, lost confidence in the radio business to a large extent. It was in an effort to restore this confidence—to revive the buying morale of its trade as well as the selling morale of its own organization—that Grigsby-Grunow took the bold step of making the selling price of the Majestic appreciably higher. The interesting and significant thing about this move is that it was not predicated to any great extent upon an improvement in the merchandise that would afford an excuse for raising the price; Majestic radios are substantially the same today as they were two months ago only they were selling at a lower price.

"We knew," Mr. Wanamaker tells us, "that they were worth more than we were getting for them; the then price was uneconomic and incorrect. Hence with large space in newspapers and magazines we literally bragged about the price advance. We thought it was something to be proud of and the net result was that we were evidently correct in our viewpoint. Never in our history have we done a thing which has added so largely to the stability of our business with the consequent enhancement of "consumer acceptance and good-will."

The advertisements said that up

to June 1 the old prices on Majestic sets would prevail. This, according to Mr. Wanamaker, brought an almost immediate increase of 60 per cent in sales. And (here is the best part of the story) as the company went into June with the schedule of higher prices it noticed very little, if any, diminution in its sales volume.

There is plenty of sound logic behind this move of Grigsby-Grunow and it can be seen quickly if one will take the trouble to hunt it. It is a well-known fact—one sometimes overlooked by many wise merchandisers—that people like to buy in a bull market and are more inclined to buy then than at any other time. We borrow this expression from the stock market as the best means of portraying what we have in mind. When prices of merchandise are unstable, as they have been in radios and a great number of other commodities, when manufacturers and retailers are obviously nervous and plainly inclined to cut their prices as demand decreases, buying then becomes slower rather than faster. If prices are on the skids, consumers reason that there is little or nothing to be gained by buying now. Perhaps prices will go even lower and sometimes they do. The main trouble to be encountered in placing good staple merchandise on the bargain counter, so to speak, is that it largely wrecks buying morale. People keep on waiting in the thought that even a greater bargain day will eventually arrive.

Another mischief-making element in the price reduction plan is that it creates dissatisfaction in buyers who bought at the old and larger price. Take automobiles. A man buys a car today and then a month from now reads a newspaper advertisement to the effect that the manufacturer has reduced prices. He feels indignant and imagines, rightfully or no, that he has been made the unwitting victim of a rather dishonest merchandising practice. If, on the other hand, he reads that prices have been made larger or even that they remain at the current level, his good-will continues unabated.

And good-will on the part of a purchaser of an automobile is no small item; it has unlimited possibilities for future business as all automobile makers well know.

We may not have unanimous agreement for our view, but we contend that the selling prices of commodities such as automobiles and radios as well as a long list of others we might name should be governed by the volume of sales. If the volume falls below a figure which makes the selling price yield a reasonable profit, then the selling price should be increased. There will probably be no objection to the statement that this is correct in theory; but in practice the opposite course is often taken. Then a long train of evils comes along which can be cured only by the application of a radical remedy such as making the selling price higher. It is almost superfluous to inform PRINTERS' INK readers that it is just as easy for volume to be a liability as an asset. Scrambling for volume, fighting to reach an artificially high sales quota often has dangerous effects. If it seems apparent that the quota is not going to be reached prices may be cut. Sometimes there is a temporary spurt in sales following this and then sales slump; the people are waiting for still another cut.

Mr. Farnham asks not for theory or ideal rule, "but the actual facts based on this and previous depressions." The actual facts are that the tendency is to cut prices uneconomically to stimulate current sales. But there is less of this during the present year than under previous somewhat similar circumstances and there will be still less as time goes on. Cutting prices as a bait is dangerous and mischievous. Payday always comes and the payer usually is the consumer in the long run, and the interesting point about it is that the consumer is getting smart enough to realize this. Even if this were not so, the inevitable effect that some price reductions have in causing people to wait for still further cuts is plenty of reason why they should not be utilized in an effort to whip up business in times of depression.—[Ed. PRINTERS' INK.

Advertising Protests to Louisiana's Governor

(By Wire)

NEW ORLEANS, JUNE 24, 1930.

PRINTERS' INK:

Advertising tax bill killed this morning in Committee.

JOHN F. TIMS, JR.,
The Times-Picayune.

PROTESTS have been registered by the Association of National Advertisers and the American Association of Advertising Agencies against the bill now before the Louisiana legislature which contemplates taxing newspapers 15 per cent of their gross receipts from the sale of advertising space. This proposed legislation, which was condemned editorially in **PRINTERS' INK** last week, has stirred nationwide disapproval in criticisms which attack the bill as uneconomic and as an attempt to penalize freedom of the press.

The protest of the Association of National Advertisers was in the form of a telegram addressed to Governor Huey P. Long, who is credited with being the instigator of the bill. While aimed at newspapers, the bill indirectly hits at distribution, as the association's wire points out in the following:

"This bill, if it became a law, would ostensibly place a tax upon newspapers. In reality, however, the effect would be far different. The tax would be passed on to the consuming public in the form of higher prices for the necessities and comforts of life. The citizens of Louisiana, in other words, would pay the tax. Such a result would be detrimental to the business of our members whose business is conducted on the basis of getting their products to the public with the help of advertising at the lowest possible price."

The protest of the Four A's was sent by John Benson, president, to Davis Richarme, chairman of the ways and means committee of the Louisiana House of Representatives, who was requested to urge the killing of the bill in committee. This bill, Mr. Benson declared, would obstruct the placing of national business in Louisiana

newspapers and thus discriminate against the State itself. One effect of the bill, the chairman was informed, would be to "make a black sheep of your State in the minds of nation-wide business concerns."

On June 17, three bills aimed at outdoor advertising were killed in committee. These bills were opposed under the direction of the Outdoor Advertising Association of Louisiana. This is the second time in four years that the Legislature has killed bills proposing a tax on outdoor advertising.

Summer Advertising Golf Tournament Under Way

C. J. Jennings led the field Monday in the eighteen-hole qualifying round of the twenty-sixth annual golf tournament of the Summer Advertising Golf Association, being held this week at the Equinox Links Club, Manchester, Vt. He turned in a card of 80. F. C. Stevens and R. Stuart were tied for second with scores of 83.

In the first event of the tournament, a foursome selective drive competition held on Sunday, Mr. and Mrs. J. H. Abel won the low net prize with a card of 88-14-74. Second prize went to Mr. and Mrs. Allen Brown, with a card of 92-16-76.

Death of Loren Palmer

Loren Palmer, fiction editor of *Liberty*, New York, died early this week at that city. He was fifty years old. He began his career in 1903 as a reporter on the New York Sun. In 1917 Mr. Palmer became managing editor of *Every Week*, and was later with *Popular Science Monthly* as managing editor and with *Collier's Weekly* as associate editor, subsequently becoming editor. Previous to his connection with *Liberty* he served as advisory and fiction editor of *Everybody's* and the *Delinquent*.

W. C. Freeman with "Financial World"

William C. Freeman has joined the advertising staff of the *Financial World*, New York. He was, for a number of years, advertising manager of the New York *Evening Journal* and later was with the former New York *Evening Mail* in a similar capacity. More recently he has been engaged in free-lance work.

United States Gypsum to Lord & Thomas and Logan

The United States Gypsum Company, Chicago, manufacturer of building materials, has appointed Lord & Thomas and Logan, Inc., Chicago, to direct its advertising account.

Eighteen Uses for the Package Insert

THE GREY ADVERTISING SERVICE,
INC.

NEW YORK

Editor of PRINTERS' INK:

I am making an investigation into the various uses of package inserts.

I believe you have published a number of articles on this topic and I wonder whether you can prepare from these articles a complete list of the uses of package inserts. I have a pretty strong idea that package inserts have never been used for as wide a variety of purposes as they might very well be.

LAWRENCE VALENSTEIN,
President.

WHILE the package insert may be regarded as an infinitesimal part of a complete advertising program, the package insert can deliver a message at a time when the consumer is in a most receptive mood—when he or she is ready to use the product.

Our subscriber asks for a list of the uses to which package inserts have been put. We have gone through the various articles that have appeared in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* on package inserts and a list of eighteen uses resulted. It is true that some of these uses may duplicate one another, but we are listing them separately because they offer new methods of approach.

1. How to use the product.
2. Suggestions on new and unusual uses.
3. Advertising the other products made by the manufacturer. (Also introducing new products.)
4. Featuring the guarantee.
5. To call attention to patented or unusual features.
6. Re-advertising the product to the consumer—supplementing the national advertising.
7. Securing names of prospective customers.
8. Securing names of the customers themselves.
9. Making offers of samples, booklets, etc.
10. To get testimonials and also to feature testimonials.
11. To help display the product.

(Manufacturers of notions frequently wrap their products around a card.)

12. To describe ingredients or manufacture.

13. To inform buyers about the care of the product.

14. Give information about the company in back of the product.

15. Obtain suggestions as to how product might be improved.

16. Obtain interest and good-will of children (little story books, picture cut-outs, etc.).

17. Premium inserts. (Offering a premium for a certain number).

18. Giving information in foreign languages.

We shall be pleased to furnish anyone the titles of the articles from which the above list of uses was compiled, together with the dates of issues in which they appeared.—[*Ed. PRINTERS' INK.*]

Join Meldrum & Fewsmith

Ray G. Simmons, for eight years production manager and space buyer of The Richardson-Briggs Company, Cleveland advertising agency, now Richardson-Plant, Inc., has joined Meldrum & Fewsmith, Inc., advertising agency of that city, in a similar capacity.

Don Bregester, formerly a copy writer with the Richardson-Plant agency, has also joined Meldrum & Fewsmith, as a copy writer.

Candy Account to Presbrey Agency

The R. M. Haan Candy Company, Inc., New York, chocolates and bonbons, has appointed the Frank Presbrey Company, advertising agency of that city, to direct its advertising account.

A. R. Koehler Joins Minneapolis "Journal"

A. R. Koehler, formerly classified advertising manager of the Chicago Tribune, has been appointed manager of the classified department of the Minneapolis Journal.

New Post for C. P. Grassmuck

C. P. Grassmuck, formerly director of sales planning and research of Wilson & Company, Inc., Chicago, meat packers, has joined The Philadelphia & Reading Coal & Iron Company, Philadelphia.

Joins Milne-Ryan-Gibson

Jack Heffernan, formerly with the Mail Advertising Bureau, Inc., Seattle, has joined Milne-Ryan-Gibson, Inc., advertising agency of that city.

...the largest circulation of any evening newspaper in the English-speaking world ... at 3c a copy!

For 30 years the New York Evening Journal has maintained and increased its prestige with the largest group of evening newspaper readers in America. ¶ This vast aggregation of New Yorkers represents a cross-section of the American people. ¶ They have been educated by Evening Journal editors and writers to a mass sophistication and an alertness to values. They buy what they think they can afford and they use their shrewdness and caution in the careful spending of their money. ¶ Whatever is salable, Evening Journal readers will buy.

NEW YORK EVENING JOURNAL

MAIN OFFICE: 9 EAST 40th STREET, NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

NEW YORK CITY, International Magazine Building . . . CHICAGO, Hearst Building . . .
DETROIT, General Motors Building . . . ROCHESTER, Temple Building . . . BOSTON,
5 Winthrop Square . . . PHILADELPHIA, Fidelity Philadelphia Trust Building . . .
PACIFIC COAST REPRESENTATIVE, H. H. Genger, 3 Third Street, San Francisco

AND BLUSH



to hear the things people say about the splendid results they have secured from our merchandising departments in ten great markets.

In the past few months these compliments have increased beyond any bounds dreamed of and now we wish we could tell of them with some degree of modesty. But the truth will out.

And the truth is that the

NEWSPAPER ADVERTISING

RO

CHICAGO
Hearst BBOSTON
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Albany
Rochester
SyracuseBoston
Albany
Rochester

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Boone Man is helping advertisers to develop more ideas on service work and the merchandising departments of our newspapers are clicking more smoothly than ever before. The spirit in those points has changed from one of "let's make calls" to "let's do a job."



RODNEY E. BOONE ORGANIZATION

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
Athrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Washington Times
Wisconsin News (Milwaukee)

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

BASED ON SERVICE



Editorial DEPENDABILITY alone Doesn't Make a Magazine

**But, DEPENDABILITY is
one reason for the success
of NATION'S BUSINESS**

Business information is as depend-
able as expert authority can make it.

For instance . . .

The Map of the Nation's Business, prepared each month by Frank Greene, editor of Bradstreet's, pictures actual business conditions so accurately it is accepted by individuals and organizations everywhere as the most dependable source of up-to-date information. Published since February, 1917, it has proved itself over and over.

Just one example of the dependability of Nation's Business editorial information.

NATION'S BUSINESS • Washington • DC



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General Electric Battles for Purchasing Power

Gerard Swope Announces Plan for Employment Stabilization Which Brings Sales Department into the Picture

IN times of business stress, management is bound to adopt progressive policies. Probably that is the only good thing that can be said about dips in business.

The recently announced plan of the General Electric Company is big news. The thing that has prevented this depression from becoming worse is the attempt made by progressive management to keep from cutting down purchasing power. All through the General Electric plan one senses the desire to keep purchasing power of thousands of men intact. While the plan will not become operative for six months and then only if approved by the majority of the workers, it is designed to make funds available for employees during times of need.

The recent announcement released by President Gerard Swope has two main divisions. One is a plan to raise money through equal contributions by employees and the company, to be used if and when employees have to be laid off, the other, a set of rules for the stabilization of employment. The regulations set down by Mr. Swope for all G. E. plants are included in the following rules:

WHEN BUSINESS IS INCREASING

1. Increase the working force by adding employees as slowly as possible.
2. Increase the number in especially busy departments by transfers from other departments.
3. Resort to overtime in particular departments and generally before increasing the working force.
4. Postpone plant renewal and maintenance work as much as possible, employing the men on regular production.

WHEN WORK BEGINS TO FALL OFF

1. Cease hiring at once.
2. Cut out all possible overtime

and bring departments down to the normal week.

3. Transfer people from slack to busier departments.

4. Stimulate the Sales Department to secure co-operation from customers and get business for future delivery.

5. Build standard apparatus for stock up to month's shipments (this period varies), based on average of last three years' sales, adjusted to expectation of next two years.

6. See that stocks at all factory and district warehouses are brought up to this maximum.

7. Use men on maintenance and repair work, bringing the plant equipment up to a high standard.

8. Cut the normal week as generally and gradually as possible, by departments (down to 50 per cent of the normal week).

9. Proceed with construction of increased plant facilities previously planned, using our own men as far as possible.

10. Drop new employees with less than one year of service—single people with no dependents and who are most easily spared first—always with not less than one week's notice.

11. In accordance with our custom established for some time, employees should be told whether it is a temporary lay-off due to lack of work, or permanent lay-off, and in every instance of permanent lay-off the usual compensation, if any, should be paid, depending upon character of work, age and length of service.

The other portion of the plan, which will be started upon the affirmative vote of 60 per cent or more of the eligible employees in any plant, asks for the enrolment of participants in a fund. By enrolling, the participant agrees to pay into the fund approximately 1 per cent of his actual weekly or monthly earnings for a period of

three years, but only so long as his earnings are 50 per cent or more of his average full-time earnings.

In case of abnormal times of unemployment, normal contributions by participating employees would cease and all employees would be called upon to contribute. In other words, employees who are subject to lay-offs would aid themselves as much as possible, and when they could no longer do this, then those employees who are still working would contribute toward the aid of the men who are laid off; while the General Electric Company itself would contribute in both instances to an extent equal to that of the participating employees.

Up to 3 per cent of the contributions paid into the trust would be available for the relief of employees or former employees in need; up to 27 per cent of the normal contributions would be available for loans to employees who are members, and the balance, approximately 70 per cent of the normal, together with all emergency contributions and all interest on funds, would be available for unemployment payments.

Trust Will Be Handled by a Board of Trustees

The trust that will handle the funds will be in charge of a board of trustees and the General Electric Company will guarantee 5 per cent interest. The company will also pay the administration expenses for the first two years.

The plan, if adopted, will operate separately in each plant. In each of the plants its administration will be in control of a board of not less than four or more than sixteen members, half of whom will be elected by the members themselves and the other half appointed by the company.

If, because of bad times, an employee is laid off, he will get 50 per cent of his average earnings for full time but in no case more than \$20 per week, and such payments shall not exceed ten weeks in any twelve consecutive months. While that provision differs from the guaranteed employment plan so long operated by the Procter &

Gamble Company, it is better than nothing at all.

The company states the case this way:

"Should an unemployment emergency arise at any particular works, when payments from the fund are 100 per cent or more of the average normal receipts, then all employees of this works, whether participants in the plan or not, and including the highest officers of the company connected with the particular works, will be called upon to contribute approximately 1 per cent of weekly or monthly earnings.

"Also in such an emergency, all the general and district commercial men, general manufacturing, engineering and administrative employees of the company at all works and offices in the United States not on a particular works pay-roll, shall contribute their proportion to the fund. This proportion shall be determined by the ratio of the average earnings of the contributing employees of the particular works to the total pay-roll of the eligible employees of all works of the company.

"For example, if the Schenectady works should adopt the plan and the average earnings of its contributing employees should be 20 per cent of the total pay-roll of the eligible employees of all works, then 20 per cent of 1 per cent shall be contributed to the fund. Thus an office employee receiving \$2,000 per year would be called upon to contribute \$4 per year. The General Electric Company will contribute dollar for dollar to all such moneys added to the fund. After the emergency is over, normal payments to the fund by participants will be renewed."

Among the many favorable comments on the General Electric announcement, this by Frances Perkins, State Industrial Commissioner of New York, is significant:

"Under the plan, the company has brought the sales force into the problem as a factor in attempting to prevent unemployment. It seems to me that recognition of that fact is one of the most important factors in it."

The whole plan indicates the

As Simple as That!

It is regrettable that anything so simple of appraisal as metropolitan newspaper circulation should be so often viewed as a complex problem in analysis. For the most involved study of such circulations will, if really completed, lead inevitably to the conclusion that the best buy is the paper with the largest circulation. So much time and trouble would be saved—so much actual money loss would be avoided—if this truth were more widely accepted.

In Chicago the evening field is dominated absolutely in circulation by the Chicago Evening American. In the first five months of 1930 with a daily circulation average of 567,030 it led the second Chicago evening paper by 118,570. It is in its tenth year of leadership over this paper and the fifth year of being over 100,000 copies ahead of it.

Could any choice of media be more simple than that which fact dictates in Chicago's evening field?

CHICAGO EVENING AMERICAN

A good newspaper now
in its TENTH YEAR of cir-
culation leadership in
Chicago's evening field



National Representatives: RODNEY E. BOONE ORGANIZATION

great change which has come over American management. Not long ago it would have seemed logical for big companies to use a time like this as an excuse to cut wages. Now, leaders are making every effort to maintain wages and keep employment steady.

Here we have the head of one of the greatest companies telling executives and officers that they must contribute a percentage of

their salaries to help men who are laid off. In that alone there is a great incentive to make them plan definitely for stabilization. When every member of the organization, from president to office boy, is asked to contribute 1 per cent of income to emergency relief for men who are laid off through no fault of their own, it marks a new era in American industrial management.



Some of this Week's Values

HEINZ KETCHUP Pure Tomato **19¢**

GOLD MEDAL Cake Flour **22¢**

IVORY FLAKES Large Flakes **35¢**

NATIONAL Best Blend **COFFEE** 1 lb. Tin **39¢**

NATIONAL TEA CO.

Courteous Personal Service



PIGGY WIGGLY

Convenient Self Service

Distributors of AMERICAN HOME BRAND FINE FOODS

Price Advertising of Another Sort

Chain Finds That It Can Carry Its Price Copy into Car Cards

FOR some reason there has been the impression among advertisers that the car card offers a medium which is not effective in advertising prices. The results of a recent National Tea Company campaign prove that this impression is erroneous.

The company recently decided on a plan of using car cards in Chicago for special price items which are changed weekly. Each card features four leaders as the basis of weekly advertising, a change being made every seven days. Thus, each month the company features sixteen leaders.

The cards are varied in make-up, some of them closely approximating the appearance of the ordinary chain price advertising in newspapers. Others are different in appearance, using various interesting devices, such as ovals and squares to set off each price leader.

Definite checks have been made to prove that this type of advertising is profitable. Out of the first twenty-four items featured all but one enjoyed excellent sales. This single failure was not due to any weakness of the advertising but rather to the fact that the particular item lacked popular appeal.

A complete store tie-up is used with the campaign. Full-sized reproductions of each advertisement are displayed prominently in each unit of the chain. This gives the chain a link with its advertising at the point of sale.

Chain stores and other advertisers who like to emphasize price have watched the National Tea experiment with interest, particularly because it offers them the opportunity of carrying the bargain appeal into a medium which has seldom been used for this purpose.

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It's a fair question

If you use printed advertising
(and who does not?), and it
doesn't quite square up with
your ideas, why don't you
say to him or her (whoever
handles your printing details),

**"try Charles Francis Press
on the next printing job"**

You have nothing to lose, and
you stand to win something,
whether it be a money saving
or a sort of service that will
be new to you.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE - - - NEW YORK, N. Y.

OKLAHOMA'S MOST POPU- LOUS MARKET

✓ says the 1930 census

THE OKLAHOMA CITY MARKET 1930 CENSUS - 1,015,701

Ten-year gain, 278,827—77.3% of the State's total gain. The Oklahoma City Market is 655,626 larger than the State's second largest A.B.C. area.

OKLAHOMA COUNTY POPULATION 1930 CENSUS - - 219,081

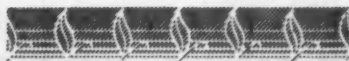
Ten-year gain, 102,774—an 88% gain. Oklahoma County is 31,576 larger than the State's second most populous county and shows a 24,392 greater gain.

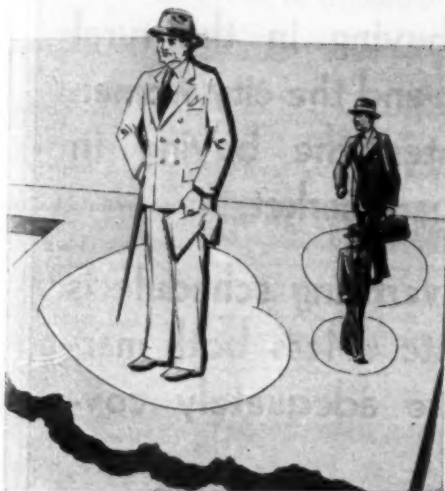
OKLAHOMA CITY POPULATION 1930 CENSUS - 182,845

Ten-year gain, 91,550—an 100.2% gain. The State's second city has a total 1930 population of 140,531. The 1930 Census moves Oklahoma City from 80th place in 1920 to 43rd place in 1930.

OKLAHOMA'S TOTAL POPULATION 1930 CENSUS - 2,388,985

Ten-year gain, 360,702. This is a 12.8% increase over 1920.





Scarcely a home in Oklahoma City is without its daily copies of the Oklahoman or Times, which, also, are read regularly in 45% of the urban homes in the 68-mile Oklahoma City Market—a market of 225,711 homes; a circulation of 205,129.

HERE IS AN OPPORTUNITY FOR ADVERTISERS TO COVER WITH SINGLE EFFECTIVENESS, AND AT ONE LOW COST, ONE OF AMERICA'S MOST DESIRABLE SALES TERRITORIES.



THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

**The Oklahoma Publishing Co.
THE OKLAHOMA FARMER-STOCKMAN**

Times Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

There are two major markets, Rural and Urban. The farm woman dominates the retail buying in the rural market, and the city woman dominates the buying in the urban market.

No advertising schedule is complete unless both markets are adequately covered.

THE FARMER'S WIFE is the only magazine edited and published exclusively for the farm women of America.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Advertising Office
1806 Bell Bldg.
307 N. Michigan Ave.
Chicago, Ill.

Wallace C. Richardson, Inc.
Eastern Representatives
250 Park Avenue
New York City

Member Audit Bureau of Circulations

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Beautiful and Not So Dumb— That's Modern Typography

Typography Is Better Today Than Ever Before Because Better
Typography Is More Necessary Now Than Ever Before

By Fred N. Phillips

Lee & Phillips, Inc. (Typographers)

[Have advertisers, in their rush to be modern, caused advertising to be seen but not heard?

Is modern typography beautiful but tongue-tied?

Brian Rowe, an account executive, brought up these questions in an article that appeared in the June 12, 1930, issue. He also said, speaking about typography:

"We used to say something. Now we look something. We used to try to get the message across. Now we play patterns."

Fred N. Phillips, typographic expert, answers Mr. Rowe's questions and statements in the following contribution.—Ed.]

THE questions Mr. Rowe has asked and the statements he has made regarding typography could equally be applied to a thousand different things that have changed since grandmother was a girl.

Mr. Rowe seems to have forgotten, for a moment at least, those long, peaceful evenings when people had little else to do but read, when any kind of advertisement or piece of printed matter was welcomed.

Times have changed and Mr. Rowe, like a great number of other people, rather resents the new fangled ideas and styles.

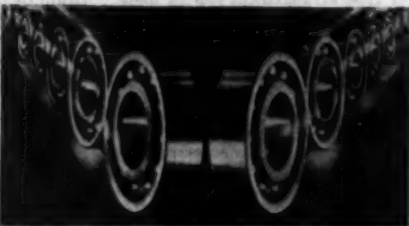
I, too, have often wished that there would come a time when things would be so established that changes would be unnecessary. I

have felt that if we ever reach the stage when changes in styles and modes and typography cease that that would be the ideal time to lie down and rest in peace until judgment day.

Fortunately, such is not the makeup of human nature. Humans,

NEW DEPARTURE BALL BEARINGS

THE MOST ADVANCED BEARING is often that which is least attractive. This is particularly true of New Departure Ball Bearings. Because of their higher quality they function so faithfully, so silently from their self-lubricating and replacement needs, that they seldom make their presence known through excessive and noisy wear. New Departure bearings represent the ultimate in bearing efficiency because they are built of the finest steel, to exacting precision standards, on an incomparable scientific principle which makes the most of these advantages—nothing rolls like a ball.



NOTHING ROLLS LIKE A BALL

**NEW DEPARTURE
MANUFACTURING
COMPANY** BRISTOL
CONN.

*This Advertisement Could in No Way Be Termed
"Beautiful But Dumb." It Is Beautiful in Strength,
Punch and Sincerity, Conveying a Strong Message
in a Most Emphatic Way*

like advertising, must always be reaching out and pushing forward to a bigger and better world.

So in typography, as in every other enterprise, we must keep going forward to keep pace.

It is not so many years ago that

nearly all advertisements were set in Cheltenham. At that time a much younger man, I felt that the limit in fine typography had been reached.

Today, in thumbing through advertisements of 1900-1910, I find that what was good in those days would be considered only fair today.

I am quite in agreement with Mr. Rowe that those advertisements that take no cognizance of utility are as much out of place as a well-dressed man in a boiler room.

Clay in the hands of the unskilled, untutored, or the unappreciative modeler is wasted in the same manner as type in the hands of the unskilled, untutored, or unappreciative typographer. That some artists or typographers, untrained in fundamentals, do at times make errors is no excuse for condemning the art or craft as a whole.

Legibility First

Legibility, of course, should be the first aim of the typographer. Yet type arrangement can be made beautiful and readable at the same time. Beauty, void of utility, and especially in typography, is practiced only by the amateur.

Better typography is being done today than ever in the history of the world. That is because better typography is more necessary now than ever before.

Typography today has to compete with a dozen competitors for attention that were not in the field a few years ago. I refer to the radio, the movie, etc. All of them are not only striving to wean the individual from his dollar but are clamoring for his time, which now is filled to overflowing.

In closing I would like to quote a few words I penned for our house publication two years ago:

"Styles in typography of advertisements are forever changing, and yet the fundamentally correct style is always in good form. For the last few years we have been passing through the stage which in later years no doubt will be known as the Jazz Age in typography. It is good advertising typography

for a day but it will not live down through the ages.

"Then, a few years hence, we shall again enter upon another period of short-lived swagger style only to return later to correct presentation. And, as in the past, each period will leave some good, if nothing more than the lesson that today's accepted fad is certain to be tomorrow's comic exhibit.

"One must bear in mind, however, if he wishes to keep abreast of the times, that these periods of styles in every line are to be reckoned with. He who ignores or refuses to admit they are with us, but persists in sticking strictly to the formal and admittedly correct forms, will miss a bit of spice which is enjoyed, even though secretly, by every man who adopts the modern style.

"True, if he is willing to make the great sacrifice, his works will be recognized in generations to come and his efforts to stick to the straight and narrow path of formality will not have been in vain.

"Through the veins of every 'he-man,' however, there runs a strain of boyishness and unless that desire to play and flirt with things swagger and popular, now and then, is indulged, his whole creative instinct becomes dulled by formal monotony. It is much better that we recognize these ages as they come along, join the procession and enjoy the holiday with our fellows with the knowledge that the day is not far in the offing when we shall again revert to standard, fundamentally correct form.

"The really great masters of literature, of music, of science were seldom appreciated in their day, but their work will live forever because it was fundamentally correct. However, the popular writer, or the popular composer, or the popular typographer, has given the world no small amount of happiness in his day though his work and his fame are forgotten before the flowers bloom over his grave.

"Recognizing the two extremes and getting the best from both, one for the fun of today, one for the generations of tomorrow, is the best way of making the most out of life."

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AND this from Mr.
Thos. Van
Keuren, Secretary of
the Wilson Oil Co.,
Detroit:

¶

"AT a time when
sales generally
have been affected by
adverse conditions,
we take considerable
pleasure in directing
your attention to the
sales records of Gyrol
Hi-Speed Gas."

¶

"IN August, 1929
we started our ad-
vertising campaign in
The Free Press. Not-
withstanding the fact
that ours is a 3c pre-
mium gas, we can re-
port a 56% increase in
sales during the
period, and distri-

bution has been
widened to include
68 stations through-
out Detroit."

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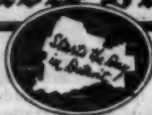
"WE consider this
a rather un-
usual record consider-
ing the general state
of business. It is at
the same time a real
tribute to the influ-
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in making advertising
really productive in
all kinds of business
weather."

¶

"BUSINESS is
fortunate in
having a medium like
The Free Press to help
speed its activities."

The Detroit Free Press

FERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

The American Austin Enters Its Second Advertising Phase

Newspapers to Be Used to Back Up the Newly Formed Austin Dealer Organization

AT the end of this month the American Austin, an adaptation of the English car of that name which is being introduced to this country, will enter its second advertising phase. As told earlier in the year in **PRINTERS' INK**, this car is making an attempt to fill a hole in the American automobile field by supplying an inexpensive and economical "second" car to serve as an auxiliary to the American family's larger automobile.

Until this time, while facilities for production in America were being developed and a dealer organization built up, advertising has been paving the way for the actual distribution of the Austin to the consumer by a consistent class magazine campaign. Advertising until this month has not shown any pictures of the Austin; it has concerned itself primarily with the task of stressing the philosophy behind the Austin as filling a definite car need. With almost a half-year's advertising concentrating on this idea and with 15,000 inquiries resulting before the car itself has been shown, the Austin is now ready to tackle the job of backing its newly developed dealer organization with newspaper advertising in about 100 cities.

The fact that the Austin has not yet been shown in pictures stimulated a curiosity about the appearance and the features of the new car which will be satisfied by a distributors' pre-view showing, followed by show-room displays of the car in various distribution centers beginning June 28. The newspaper advertising on the car in these centers will begin on Sunday, June 29. First deliveries to the consumer will take place about

July 1 and 2. With about 100 distributors the American Austin Car Company, whose factory is at Butler, Pa., is planning on establishing about 4,000 dealer outlets.

The inquiries that have been received so far, those in charge of the advertising of the Austin feel,



40 miles on a gallon of gas!
1,000 miles on \$5.75 worth of gas & oil!
30,000 to 40,000 miles on a set of tires!

The bantam car is here!

You who dwell in materiality, the dark luxury of elaborate design, the death of economical performance—*all* unite in this pretty bantam car. It is sure on evidence—*not* the obvious fact.

It will surprise you due to such small size and economy would be considered in so small a space. It has in it not only space but comfort—*not* for the far future and new hundred possibilities. The car is very long and tough. There are forward-looking—*not* in single compartment for people—*not* everything that you require in a car.

Yours this difference—the Austin is for the bantam to your pocketbook. It is not in fact it is a real car for you, old and new! You can actually save money by buying an Austin along with your larger car—it costs as little as ten.

And when a car is quite as long to travel—*not* less than thirty to forty, that's not about it there through

traffic, more completely covered with one riding on the average city street and parks to spaces than other cars depend of. More than 100 types and models, now in right year of competition with one



of all things the world over, really in the confidence of Austin's excellent design. We have shown it to you—*not* for the bantam car.

THE AMERICAN
Austin

... come and bring your prejudices with you!

JOHN W. DEALER MOTOR COMPANY
100 EAST FIVE STREET PHOENIX, ARIZONA

One of the First Advertisements in the Austin Newspaper Campaign Which Begins June 29

substantiate the "second" car idea on which the Austin is being offered. These inquiries have for the most part come on a fine stationery and represent a list of prospects typical of the type to which this "second" car appeal was intended. Thus far the company reports 183,000 cars have been contracted for.

In addition to this newspaper advertising, the schedule in ten class magazines is being continued with the use of additional general magazine and business-paper advertising.

DITCH THE OLD FACTS

about

FLORIDA..



BUY SPACE in Florida now on a basis of *known* facts. Population in excess of a million and a half, judged by 1930 census reports on more than two-thirds of the state.

And Jacksonville—the first city of Florida with 135,336.

Jacksonville trading territory—representing practically 50 per cent of the state's population. (No wonder advertising in The Florida Times-Union so speeds up distribution and

use of worthy products!)

For, as during the past 65 years, one newspaper *covers* its local field seven mornings a week, and provides a Florida and South Georgia small town and country circulation equaled by no other newspaper.

“Florida’s Foremost Newspaper” is a space-buy of extent and economy which is unapproachable through any other means in the commercial southeast. Facts furnished!

The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco
Member of the 100,000 Group of American Cities



**Since the 1920 census
the population of
Marion County
(including Indianapolis)
has increased**

20.7%

*** { 86 out of every 100
Marion County Families
read The News }**

sus

polis

... the *circulation of
The Indianapolis News
 in Marion County
 has increased
33.3%



The INDIANAPOLIS NEWS

Sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
 DAN A. CARROLL
 110 East 42nd St.

Chicago:
 J. E. LUTZ
 Lake Michigan Bldg.

Covers By-

Haskell Coffin

Robert Dickey

Edmund Davenport

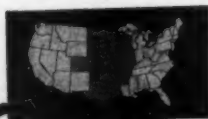
John Newton Howitt

Joseph K. Kernan

Charlotte Becker

Walter Beach Humphreys

George M. Stone



Capper's Farmer

ARTHUR CAPPER, Publisher
Topeka, Kansas

COVERS THE NATIONAL FARM MARKET

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Collection Letters for Habitual Slow Payers

The Persistent Procrastinator Represents a Distinct Problem to the Man Who Writes Dunning Letters

[Recently, **PRINTERS' INK** received a letter from which the following extracts are taken:

"When writing collection letters, what shall we do about the habitual procrastinator? How is he to be brought into line? How can he be made to pay promptly?

"The best series of collection letters ever written would lose its punch after the same person had received the series more than once. Are there concerns that use three or four series of collection letters? Do they make sure that the same series does not go to the same person twice in succession?"

We put the problem up to a number of executives who pay special attention to mail collections. Their answers are printed following.—*Ed.*]

Four Classes of Slow Payers

By G. C. Jacobs

Credit Manager, Ditto, Incorporated

THE habitual procrastinator may be divided into four classes:

1. Those who do not trade in merchandise and have not set up much of a system to take care of their accounts-payable.

2. Those whose accounts-payable system has a tendency to slow up all or part of their payments.

3. Those who have insufficient working capital.

4. Those who are purposely slow pay for no reason other than that of hanging on to other people's money as long as they can.

A fifth class might be added, i.e., the dead beats, but most credit managers do not permit these to become *habitual* procrastinators. When their classification is determined definitely, they should be ostracized from the open account.

Class 1 includes professional men and companies such as doc-

tors, lawyers, architects, accountants, brokers, insurance companies, etc. Great skill and variety are often required in writing collection letters to this class because each letter must induce the debtor to make a special effort, *aside from his regular routine*, to approve and pay the account. The same letter, or series of letters, used a second time on the same customer in this class, will not be as effective, having lost the original "kick."

Consequently, it is necessary continually to change the wording, structure, and even the envelope and letterhead, if possible, in order to attract debtor's attention. Of course, the same thought should always be borne in mind, i. e., to arouse interest, to make it easy for debtor to pay and to make it seem hard to refuse.

Class 2 comprises boards of education, schools, Government offices, railroads, etc. Collection letters to these need not be fancy but should carry exact and detailed information regarding the purchase authority given, quantity and nature of material shipped, proof of delivery, etc. Another important factor is to determine definitely the name of an individual in debtor's office to whom a letter might be addressed, with assurance that this individual will feel himself more or less obligated to give your letter attention.

Class 3—debtors having insufficient working capital present a problem separate and apart from all others. The plan of putting yourself on the debtor's pay-roll is often a good one. Suggest a series of post-dated checks maturing at intervals of one week, thereby reducing, or at least holding down the account as it goes along, without the necessity of a continuous flow of letters.

Try to avoid long extensions, with the hope of getting one lump

sum at some remote date. If possible, call on the debtor and see if you can't suggest some improvements in his business methods, to help him make more money for himself.

Class 4—including those who are financially responsible but purposely slow pay), presents another opportunity for trying out our skill in letter-writing. Rotating letters are again very essential in this class. By rotating, I mean changing the wording, structure, etc., making sure debtor never receives the same letter or series of letters a second time.

Most important of all, however, in dealing with Class 4, is the attempt to change the debtor's habit. This may be accomplished occasionally by carefully planned publicity, or at least instilling in the mind of the debtor the fear of publicity. Usually it is desirous to put this over without provoking the debtor.

Personal calls by credit men and salesmen accomplish a great deal when they use the proper approach. Don't say: "Why don't you pay our bill?" Instead, ask the debtor with a cordial smile: "In what way did our company fail to make good on this transaction? Did we ship you the wrong material; was the shipment incomplete; did we fail to render proper invoices?" Repeated phone messages with the same idea in mind are helpful and sometimes the debtor can almost see your cordial smile if you use the right tone over the phone.

The more hardened debtors in Class 4 may be converted by carefully worded telegrams clearing through their local telegraph office, sight-drafts drawn through their local bank, and by form letters from rating agencies explaining the analysis of their credit standing obtained through information received from their creditors. Occasionally, it is advisable to tell the debtor yourself that various credit interchange organizations repeatedly solicit information regarding his account and that you, as credit manager, must make a truthful report.

On the whole, credit men are getting away from "smart" or

fancy letters just as salesmen are getting away from the funny story. Don't make any idle threats. Give the debtor honest facts and plenty of them, *plenty often*. Dripping water wears away stone.

Study the Slow Payer's Peculiarities

By L. F. Rosenberger,

Credit Manager, The Coleman Lamp and Stove Company

I am convinced that the habitual procrastinator cannot be successfully handled indefinitely through a regular collection follow-up system.

It is only natural that he will soon become thoroughly familiar with the collection methods and letters of each concern from whom he regularly makes his purchases. The result is that he soon comes to know just how long he may safely delay payment before a concern will consider taking legal action or otherwise make it inconvenient for him.

In our collection department, we follow what might be termed "the exception plan" for handling this particular type. We attempt to handle these cases as individuals insofar as it is possible to do so.

Under our procedure, the first two or three letters or notices of the amount past due are sent out in the regular manner. When they receive no attention, these particular accounts are passed to the writer for personal attention. Then, each case is given careful consideration from every angle as an individual problem and a special method of approach decided upon.

Where it is possible for a representative to call in person, this would usually be the best plan. It is difficult for even this type of debtor to evade a definite personal request for payment of an overdue account, particularly when it is common knowledge that he is entirely able to arrange for payment—if he will.

When personal calls are impossible, a study of the correspondence files, local conditions, dealer's history, or other local color to in-

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I'll Toss a Couple of Figures Into the Pot Myself

AS NEAR as I can judge, every sales manager and promotion man in the country has been sitting on his haunches and oiling the artillery, awaiting the tally-ho of the census figures. Lots of these fellows suffered keen disappointment, but not so the Los Angeles troops, including yours figuratively. Stick your fingers in your ears and concentrate on this: 1,231,830 for this not-so-long ago flag stop. A gain of 113 per cent in the last decade, which forces us into fifth place in the nation. 2,199,657 for the county, qualifying this as the fourth largest market. Amazing, say you! You ain't heard nothing yet, say I. ◎ ◎ ◎ The Examiner's gain in the same ten years was 130 per cent. Greater than the city's phenomenal gain by 17 per cent. Six out of ten new subscribers to a morning paper in this time signed away \$1.05 a month for the pleasure of reading this paper. Seven out of ten new buyers of a Sunday paper plunked down a dime apiece for The Examiner. Do I hear the word Coverage. ◎ ◎ ◎ If you're selling something in this fourth largest market, tell 205,818 daily and 457,317 Sunday modern families all about it in the first morning paper by a long way!

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

ject into the collection letter will usually enable the collection manager to dictate a letter so personal in nature—perhaps mailed special delivery—that a response of a satisfactory nature may be expected with reasonable certainty.

I have in mind one company representing a substantial net worth, which through inefficient management had become established in our credit department as typical "procrastinator." They had formed a habit of waiting for the letter threatening suit before sending in their remittance.

After worrying along with them for about three years and extending months of additional time before collection could be made, we finally held up an order and wrote them frankly explaining our reasons for so doing. A reply was received by return mail over the signature of the manager, promising in definite language to discount the invoice.

Knowing the concern to be worthy of credit except for their "slow-pay habit," we took the chance, shipped the order and wrote the manager personally that the invoice would be due for discount on a certain date and that we appreciated the fact the invoice would be cleared, less discount, by that date. The manager kept his word and discounted the invoice.

Since that date we have adopted the same tactics with equal success in a number of instances. The basic idea seems to be that the manager felt a personal responsibility for keeping his word, while the ordinary obligations of the business were just "outstanding accounts" to be met on the easiest terms possible.

A neighboring credit manager informs me that he has a definite method of dealing with all customers, to which their trade has become accustomed over a period of years. This concern deals in a staple line where it is not unusual for the account to become thirty to sixty days slow with the slow-pay customer. They automatically place every account on C. O. D. terms when the account is sixty days past due and unpaid.

We have never tried a plan of this kind, but have seriously considered adopting it with a certain type of debtor. I would consider this plan dangerous under certain conditions from a sales standpoint, particularly where there is no question of the net responsibility of the debtor, but it undoubtedly gets results.

Generally speaking, we consider the habitual slow-pay debtor as a special problem. A certain amount of credit must be extended to him, but his class cannot be handled collectively. Each one has his peculiarities, and if the proper method of approach is once determined, reasonably satisfactory settlements may be consistently effected.

Some Letters Sent to Habitual Procrastinators

By a Collection Manager

THE best series of collection letters loses its effectiveness and punch after the same customer has received the series, or part of it, two, three and four times.

Several years ago we were using a six-letter series, which we had learned, through figures shown in an extensive compilation, was best suited for our particular business.

All the appeals to motives that can be successfully and efficiently employed were used in this series—honesty, pride, square-dealing and fear. The letters were so worded and arranged, in steps, as to collect from the general classes of debtors, viz: good, slow and bad.

For example, our first letter, which appealed to the debtor's honesty, by indirectly assuming it, read as follows:

If you will—
Please refer to our invoice of September 5, statement of which was sent you ten days ago, you will observe that the account became due and payable on December 5, and is, consequently, now—

Overdue.
No doubt overlooked by you.
You will, therefore, be glad to pin your check, in the amount of

In 19 out of Twenty San Francisco Homes on Sunday

this great, 50-year-old metro-
politan newspaper is read. No
deduction has been made for
inability to read English or to
afford the ten cent cost.

San Francisco EXAMINER

ITEM: 13,851 women

ordered this News pattern

SIGNIFICANCE:

1—largest order for a single pattern ever received by a newspaper; or, to our knowledge, by any publication. The pattern cost 10c, and was available only by mail order from The News.

2—published Sunday, May 4, 1930; weather—bright, fair, warm, a great day to be outdoors. But News readers read their paper carefully every day!

3—printed on page 61, of an 80 page paper; proving the high attention value, sustained reader interest, and greater visibility of the small-page News.

4—available only in sizes 36-44, which are large sizes for the mature figure. So this response was not from flappers or girls, but from older women, housewives, home-makers. The News interests the whole family.



5—this pattern order made a market for more than 50,000 yards of dress material. News readers represent a market of more than a million homes—a huge volume market for everything.

If you want more volume this year, The News can help you get it in the New York market—and at a lower cost. Investigate!

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

220 EAST 42nd STREET, NEW YORK

Kohl Building, San Francisco + Tribune Tower, Chicago



**You
Couldn't
Expect a
Record Drive
if You Used
Only ONE
Hand . . .**

**Nor Can You Expect to Do
a Good Job With Only ONE
Newspaper in a TWO-
Newspaper Market.**

**Advertisers who
know that one
newspaper is not
enough in Milwaukee**

9. Hills Bros.

**Makers of Hills
Brothers Coffee, used
21,998 lines in the
Wisconsin News last
year.**

**To Cover
Adequately
the
Two-Newspaper
Milwaukee
Market . . .**

" You Need the News "

WISCONSIN NEWS

MILWAUKEE

(Ask the Boone Man)

\$50. to this letter, place it in the self-addressed envelope, provided herewith, and mail to us RIGHT NOW—before you forget it.

Thank you.

This letter, you will observe, is a subtle appeal to the debtor's honesty by simply inferring that he overlooked the account. It always proved very efficient in its result-getting.

But let us now take Mr. Jones, a man who does not discount his bills within the ten-day limit, but is considered reasonably good pay.

His first bill he pays promptly upon receipt of letter number one. His second and third bill he pays upon receipt of letter number two. With him these letters have proved effective.

Do they lose their effectiveness at about this stage? They most certainly do. I can recall scores of old customers with whom letters numbers one, two, three and even four have lost their pulling power. We solved the problem this way:

To old customers who have purchased from us many times, and who show a tendency to disregard our early letters, instead of appealing to their honesty in our first letter, we write them about as follows:

You of course want to keep your reputation of being prompt pay.

Because such a reputation is a powerful asset in business!

So—

This is a gentle reminder that our statement in the amount of \$50, sent you a few days ago, has no doubt escaped your attention.

As the account is, therefore, now overdue, you will be glad to use the self-addressed envelope enclosed, place in it your remittance, and mail TODAY—

So we can continue to report you as prompt pay to the Credit Bureaus.

Thank you.

In other words, we appeal in our first letter, to the debtor's pride, instead of to his honesty. It works like a charm.

Another example: One of the letters in the six-series read as follows:

Now, listen, Mr. Jones:

Don't you think that—

If we owed you \$50 and the account was almost two months overdue, YOU would want one of two

things without further delay; either the money, or a reasonable excuse as to why it was not forthcoming?

You bet you would. You'd be entitled to it.

Well—that is just what we want. We want your check in payment of your account, or, we want a reasonable explanation as to why you are withholding payment, and a definite statement as to when we may expect the check. And, not later than Wednesday, June 5, please!

A square deal is all we ask.

To our old customers, however, we now write as follows:

Now listen, Mr. Jones.

We know very well that money is not the easiest thing to get hold of in these particular times. And we honestly believe that this is the reason you have not paid our account of \$50.

But, in just such times as these, don't you realize that if all of us would, every now and then, pay each other a part of what we owed, it would help greatly, keep money in circulation, and go a long ways toward relieving the money situation today?

We are not hard to get along with. If you cannot pay the full account, send along a reasonable part payment and we will gladly carry the balance for you. In other words—

You help us and we will help you.

Here is an envelope addressed and stamped for your convenience. Place in it your remittance for what you can spare and mail at once. We feel sure you will help us. So—

Thank you.

One more example: In the six-letter series to which I refer, our number six letter read as follows. This letter, incidentally, was sometimes used as our number five with debtors whose credit reputation showed them to be slow pay:

Do you want us to place your account in the hands of our attorneys?

We don't want to, truly. We do not like to have lawsuits with our customers.

But—

You have now had our merchandise four months, and we have kindly asked you for our money five times. If you do not pay us willingly, what else is there for us to do, Mr. Jones?

It's up to you!

Today, however, at this stage of the collection, we write our old customers as follows:

I simply cannot stand between you and our attorney any longer.

I am sorry, truly. But I've done

the best I can for you. I believed in you when I passed your order for credit. And I still believe in you. But our Treasurer has demanded that your account go to our attorneys at once.

To prove my faith in you yet, I am sending this letter to you by registered mail and special delivery, so it will reach you at the earliest possible moment. And, if you will at once mail your remittance it will be in time to prevent this action.

Otherwise, the account goes to our legal department next Thursday.

In short, in dealing with our old customers we appeal to different instincts and in different ways, at different steps in our collection series.

Mallinson Doesn't Believe in Form Letters

By E. T. Dugan

H. R. Mallinson and Company, Inc.

In our business there is only one thing that we have found at all effective in trying to get the habitual slow payer to pay promptly: When a new order is received, we hold the order in the credit department. Then we write the debtor, telling him that we do not feel inclined to go ahead with his account unless we receive a letter by return mail, definitely promising that his payments will be made to us in a strictly prompt manner.

Where we receive such a letter, if the financial position of the company is fairly sound, the order is shipped. Then another letter is written telling the debtor that we are shipping the order on the strength of his promise and that we will look forward to our account being paid promptly in the future. If the account then runs past due, his promise is referred to, and this argument used to persuade him to pay up.

It is true that the best series of collection letters loses its punch if the same person has received the series or part of the series, two, three or four times. Our procedure is to write a series of three form letters, which are intended simply as forms. They are nothing more than reminders of the past due account.

Where these are not effective, a study is made of all the available information in our office relative to the particular individual or company to whom the letter is to be addressed. The object is to obtain as clear as possible a picture of the case in hand. Then a special letter to cover the situation is written. We feel that this effectively prevents the same individual receiving the same letter more than once, excluding the first three form letters.

We think it is a fallacy, in our business at least, to use additional form letters when a statement and three form letters have brought no response.

As a typical case, I should like to refer to a letter that was written recently to an account of ours, a dress manufacturer located in the West. An examination of our credit file disclosed the fact that this party was a lady of little business experience. From our previous correspondence, we knew that she was rather "touchy," and apt to resent our letters. We wrote her the following letter and are glad to be able to say that although this was the fifth letter we wrote to her, a prompt response was received:

Dear Madam:

Writing letters to you regarding your past due indebtedness to us which has remained open on our account for a considerable period, reminds us of one trying to make love to a stone image. We write our letters and get absolutely no reply to them.

As a business woman, you must surely appreciate that these matters need attention and if you feel that there is some good reason why the bills should not be paid at this time, don't you think that the fair thing to do is to write and state your position? If you will write us frankly stating your side of the case, you will find us quite ready to make any adjustments that may be in order, but if you do not write us anything at all, it is a difficult matter to make any progress toward getting the account settled, and we are quite sure that you are as anxious as we are to have the matter ended once and for all.

May we, therefore, please hear from you now?

Apparently this letter did not cause any offense, because it invoked a reply.

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Los Angeles Giant of the West!

—Again the fastest-growing large city—with the
fastest-growing suburbs—in the world's history.

Los Angeles City

—now approximately equals the next three largest
Pacific Coast cities combined.

| | |
|-------------------|-----------|
| 1930 Census | 1,231,730 |
| 1920 Census | 576,673 |
| Gain (113%) | 655,057 |

Los Angeles Suburban Area

Separately enumerated population in Los Angeles
County, 98% of which is either immediately con-
tiguous to Los Angeles or within one hour's trolley
ride.

| | |
|-------------------|---------|
| 1930 Census | 967,827 |
| 1920 Census | 359,782 |
| Gain (169%) | 608,045 |

The Los Angeles Times has the largest morning
circulation in Los Angeles City, Los Angeles
County, and throughout the whole Los Angeles
trading area. 92% of its 40-mile circulation is
distributed directly to homes by its own carriers,
and 5% is distributed by independent carriers and
dealers.

Los Angeles Times

Mouse-Traps

IN the big arena of industry the fight is always on. Oil challenges the supremacy of coal, ice and electric refrigeration wage the battle of the century. Talking pictures pack theaters while silent films play to empty seats. The impatient cry of modern man is "Give us something new and something better." The public turns thumbs down on the obsolete and the outmoded, like an ancient Roman Emperor.

David Sarnoff, president of the Radio Corporation, has been telling a story to illustrate our fast changing times. It concerns the fortunes of two small concerns that made mouse-traps on city streets instead of in the woods.

The A. B. Smith Mouse-trap Company watching carefully each move of C. E. Jones & Sons, Inc., also mouse-trap makers, brings out a new type of spring. Jones retaliates with a mouse-trap in light blue. Both advertise, both watch each other carefully, both employ salesmen to sell the retailer. Competition is keen. So carefully do these two old-time competitors watch each other that the formation of the American Mouse-trap Corporation goes almost unnoticed, until the giant combine starts to undersell both Smith and Jones.

The great new combination with a full line of new colors, a new mouse-catching device and a lower price, raises havoc with the two old-time competitors. A new type of competition has arrived in the mouse-trap situation. The big combine against each one and both of the two little men, who are also still competing with each other. While the new type of competition is raging fiercely, a chemist sitting in a laboratory a few blocks down the street, works out, for another concern to use, a new type of mouse poison which makes all mouse-traps totally unnecessary.

Both Smith and Jones, also the American Mouse-trap Corporation, are then up against what Mr. Sarnoff has named "supplative competition." This new type of competition, so well described by the radio president, is another reason

why more and more manufacturers are watching, with keen eyes, the changing buying habits of their consumers.

Wet and Dry Advertising

Senator Allen, in addressing the convention of the Advertising Federation of America, recommended greater use of advertising to educate people on the Prohibition question. In this connection it is interesting to note the part that advertising played in the recent liquor poll conducted throughout the State of Victoria, Australia.

Both "wets" and "drys" employed ingenious methods of presenting their arguments to the voters and, it is reported, seemingly had unlimited funds to finance their campaigns. The liquor interests sent a personal letter to every professional and business man in the State. Retaliating, the anti-liquor forces distributed leaflets to school children. One sheet of the leaflet was a blank which, when rubbed with a pencil, revealed a picture containing a message designed to appeal to parents.

Airplanes were used by the "wets" to shout their messages from the skies. Not to be outdone, the "drys" engaged airplanes for night flights which flashed illuminated messages urging people to vote no-license.

Outdoor advertising also was used to tell both sides of the question.

As the time drew near for the voters to go to the polls, the campaigns increased in intensity. People got the messages underfoot, on the side and overhead. When the smoke of battle cleared away the "wets" were found to be victorious.

Death of Gustave Zeese, Sr.

Gustave Zeese, Sr., retired member of the firm of the Zeese-Wilkinson Company, New York, color printing and photo-engraving, died last week at his home at Great Neck, Long Island, N. Y. He was sixty-three years old. He had assisted in the organization of the Zeese-Wilkinson Company in 1904 and had been with the company until his retirement about five years ago.

Gregg Publishing Appoints Rogers, Hinman & Thalen

The Gregg Publishing Company, New York, publisher of shorthand and educational books, has appointed Rogers, Hinman & Thalen, Inc., advertising agency of that city, to direct its advertising account. Newspapers will be used.

G. LeP. Trench Opens Own Studio

G. LePoe Trench, artist, formerly with the LaFon System of Outdoor Advertising at Los Angeles, has opened a studio as a free lance artist at the Chamber of Commerce Building, Los Angeles.

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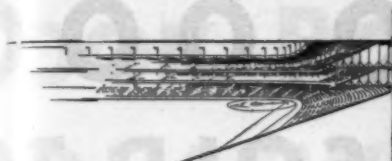
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"What's in th' MORNIN'S MORNIN'?"

by Damon Runyon



That depends. To the people I mix 'em for, there's the thud of the padded fist, the crack of the bat, the click of the driver, the ping of the racket, the splash of the oars, the thunder of hoofs. Sports—realistically reported. That's the mornin' pick-me-up my "fans" want. And, whether they're riding in misery on a subway or whizzing luxuriously to work on the "L" (as propaganda hath it), they expect my columns and the New York American's sports pages to give them the thrill of the ringside and the "kick" of the open arena. The New York American's sports pages are a habit with American readers—a morning bracer that sweetens their dispositions and puts them in a congenial and receptive frame of mind.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

250,000 COOK BOOKS SOLD TO

IN the past 34 months, 250,000 young True Story housewives, 12½% of the total monthly circulation, have purchased a copy of True Story cook book for ten cents in cash from a small advertisement appearing monthly in the True Story Home Maker Department.

Think of it—one housewife in every eight was interested in cooking to the extent of buying a cook book—their total expenditure on this phase of culinary art alone is \$25,000. Let your imagination loose for a moment and think of the ingredients these housewives bought from the corner grocery.

Amazing you say? Of course it's amazing and the number of inquiries received by True Story advertisers every month from these same housewives is amazing too.

For example True Story has pulled more coupons for Knox Gelatin Company, than any magazine they ever used; 18,000 replies in a month for Royal Baking Powder from True Story; inquiry cost for True Story is 45% below any magazine on the Johnson & Johnson Baby Products list—and many others.

True Story housewives are anxious to know about everything which will make their homemaking and housekeeping simpler.

When we refer to True Story readers as housewives we mean housewives who cook twenty-one meals a week; shop regularly; keep two or more children happy and healthy; manage the affairs of a home without the aid of servants.

NOW THE MIDDLE CLASS MARKET



In 1914 the advertiser's market ranked as follows: first, the executive and professional groups, second, the clerical group, third and lastly the Wage Earner group. Though Wage Earners constituted 65% of the urban population then, their low income automatically eliminated them from consideration as an advertiser's market.

In 1930 due to greatly increased wage rates and only a nominal gain in clerical salaries the advertiser's markets rank: first, the executive and professional groups, second; the Wage Earner group, third and lastly; the clerical group.

The True Story survey conducted by Dr. Starch and the A. N. A. shows that 81% of True Story families live in one or two family houses—only 19% live in apartment houses.

These same True Story housewives who buy an average of 7,136 advertisements every month comprise a market you cannot afford to overlook. Already more than fifty food and household equipment advertisers have placed True Story on their magazine lists for 1931.

True Story should be on your list; see that it is.

TRUE STORY • THE ONLY MAJOR MAGAZINE
WAGE EARNER MARKET • • NO OTHER

COOK BOOKS TO HOUSEWIVES WHO COOK

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A JOURNAL MAGAZINE CONCENTRATING IN THE
NO THE MIDDLE CLASS MARKET



Leadership

The Weekly Kansas City Star 286,101 lines

Kansas Farmer (Mail & Breeze) . 256,589 lines

Missouri Ruralist, 157,435 lines

Figures Compiled by Advertising Record Co.

THIS graph tells the story of The Weekly Kansas City Star's advertising supremacy in Kansas and Missouri. The actual totals for the first five months of 1930 are indicated in agate lines.

This record is in keeping with The Weekly Kansas City Star's supremacy in circulation. In Kansas and also in Missouri The Weekly Kansas City Star ranks

FIRST in total circulation

FIRST in percentage of rural route circulation, and

FIRST in actual rural route subscribers.

The wheat harvest is on. It will release hundreds of millions of dollars in the rural communities covered by The Weekly Kansas City Star. Write for more facts about the nation's greatest agricultural area and the medium possessing the largest weekly rural route circulation in America.

The Weekly Kansas City Star

490,892 Paid-in-Advance Subscribers

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5, 1930

One Way to Break the Consumer's Buying Strike

A Liver Diet for Some Businesses That Are Suffering from Pernicious Anemia

By Marian Hertha Clarke

Of Albert Frank & Company (Advertising Agency)

I'VE just read your article,* Elizabeth, about the woman who wanted to buy some raiment and couldn't find it.

That's awfully old stuff, dearie. Every mother's daughter of us has had the same experience. But it's funny how mad it makes us every time it happens, isn't it?

Couldn't you just banish the department store barons back to yesterday's attic!

And ever since the stylist came into the fashion picture we have been more handicapped than ever. Every clothes-conscious woman knows there's been far too much style in styling for a long time.

But what I started to say was this, Elizabeth. I know how women like Mrs. Blank—like you and like me—can be perfectly independent of the department store and be satisfied at the same time. I know how we can get exactly the sort of clothes in which we look our best and not leave us filling out application papers for the Poor House either.

And some day when I feel like welcoming a returned manuscript I'm going to write a story for some women's magazine telling other women how, when, and where they can throw off this unintelligent yoke of the department store—and really get the sort of clothes they want.

You see, the department store has never had any real competition in this business of dressing women. So they have never discovered

*"Why the Consumer Goes on Strike," by Elizabeth Onativia, page 158, June 5, 1930.



To the Left We Have the Extreme in Style; to the Right, Moderation. The Majority of Women Prefer Moderation But the Author Claims That Department Stores Stock Only the Extreme

there is a great and growing army of hard-to-fit and hard-to-satisfy women who would be glad to buy their clothes elsewhere if they only knew where.

The department stores are filled with style counsellors and style information obtained by standing on a certain street corner and counting how many women are wearing what and because they are it's going to be the bell-ringer for the year. If you ask me, these big boys are so busy spell-binding and nose-counting it's never dawned on them

to go around the corner and count the women on the back street and see what they aren't wearing.

They'd find out that good solid citizens like Mrs. Blank aren't going in for sun backs and shorts, no matter how scornfully a stylist looks at them. The woman who takes her false teeth out at night and puts them in a glass of water isn't going to be coerced into a five-point floor-length chiffon frock with a normal waistline. But try telling that to a stylist or a merchandising man.

And I doubt if even Amos Parrish has ever taken the mother, grandmother, and old maid Aunt Maime statistics of this country and recommended that some store have the good sense actually to design clothes for such women at reasonable prices.

Too many trips to Europe and you get so you never see the Statue of Liberty!

But I'll tell you about one woman who did just that, Elizabeth. And I wish you'd tell Mrs. Blank about her. No more fashion troubles then.

This woman was a creative designer. She discovered twenty years or more ago that the women who were not satisfied with dresses on a rack, who couldn't wear stock sizes and who did not measure up to the art planes of fashion would pay well to have clothes designed for them that were distinctive and different. What's more, she discovered no department store would bother with the business. They felt their alteration department was sufficient.

Well, you can't expect the stock-boy-to-president sort of man to know anything about feminine psychology, can you? But the difference between an alteration department for stock models and a dress designing department for the hard-to-fit woman is just the difference between humiliation and annoyance and flattery. And flattering a fool woman is like having the Klondike all to yourself, if you know what I mean.

Of course, I know a good many stores put in a high-hat, Paris design department and copy the

models for the basement. That sort of designing is what has scared women to death of the word. It's why they haunt the department stores still trying to find something they can wear.

But the woman I am telling you about, Elizabeth, was clever enough to keep her prices right where Ma and Maime could afford them. She knew there are a million such in all the cross-road towns of the world. She goes to Paris two or three times a year. She comes back with a head full of ideas and while the stylist is putting over an extreme fashion, this woman pats it and pulls it into shape to fit the woman who will always be too self-conscious ever to buy extremes of any fashion.

Father and Jimmie Like Extremes —But Not on Mother

Father and Jimmie like to see the extremes on the flappers and in the movies, but just let Mother try stepping out in any such nonsense. Prices run from \$25 up to \$100 for an individually designed made-to-your-own measure model. And I want you to know, Elizabeth, Helen Wills Moody hasn't anything smarter than Mother. And what's more—it's made to fit Mother, not Helen.

And here's another thing. Mrs. Blank can walk into this shop, try on a model, leave her measurements and have her own custom-made dress delivered to her the next day—in the same time or better than the department store with its heavy and lumbering details can deliver it.

Does it pay?

Well, I know what the business figures are for last year and it's more than some of these two and three, here and in New York, mergers are doing. But, of course, I don't know what she told the income tax collector.

Out of this knowledge of what women want (commend me to a woman for that) has come a list of twenty or more stores in key cities across the country and a mail-order business that keeps the factory six weeks behind, right now when business is trying the

—And the Post-Intelligencer's Prosperous Audience Leads by 38%

LAST week we told you that *Seattle's* market prosperity topped ten representative cities by 23 per cent. The Seattle Post-Intelligencer's Knight Market Study shows *further*: That the *Post-Intelligencer Market* rates 38 per cent above them all! ◎ ◎ ◎ These figures being based on the best buying-power and prosperity gauges known: home ownership, telephones, savings accounts, electric appliances, etc. ◎ ◎ ◎ Facts compiled in this study show that the total expenditure of the people who compose the Post-Intelligencer's audience amounts to \$169,497,970.00. ◎ ◎ ◎ Here is a prosperous market ready and waiting for you to tap. ◎ ◎ ◎ Get Seattle's most complete and unbiased market information in black and white. *Write* for Knight's analysis of the phase of Seattle's market in which *you* are interested! Or ask any Post-Intelligencer representative.

SEATTLE

POST-INTELLIGENCER

A MILLION MODERNS IN THIS MARKET!

W. W. CLEW,
285 Madison Avenue, New York City

A. B. BARTLETT
General Motors Building, Detroit, Mich.

J. D. GALBRAITH,
612 Hearst Building, Chicago, Ill.

BLAYTON P. LA DUE,
625 Hearst Building, San Francisco, Calif.

liver diet for pernicious anemia.

The key to the whole thing is so simple a man would never see it. Just fitting clothes to the woman instead of trying to fit woman to the clothes. And keeping prices right.

There's a fortune waiting for the creative designer or several creative designers to amalgamate and let the Mrs. Blanks of this world know how to have exactly

the clothes they want designed, custom made for them at by-the-rackful prices.

Mrs. Blank is only waiting to be told where she can go and have clothes made to her own measure to suit her own coloring and personality. Honestly, the price isn't going to matter so terribly much if she gets what she wants. And it can be done, is being done to the tune of a Midas profit, too.

What Groucho Says

It's All a State of Mind

SAY, King, you're all wrong. You say that Boss's opposition to your plan for Keno advertising is just a "state of mind." As one humble V. P. to another, let me tell you that a "state of mind," as you call it, is the whole world with a ring around it to us advertising boys.

I've been watching a state of mind since last fall. In the last week six magazine reps have told me that that state of mind thing has turned percentage gains into percentage losses even while national wealth is growing. A state of mind among politicians has existed for over eleven years and a few million straw votes on the booze question have got these politicians sweating doubt at every pore. They don't know whether a new state of mind is overdue or not.

Gent. Treas. is just back from a vacation resort. Says more people there than ever, but spending less money. State of mind, my son, reflected in Gent. Treas. himself. Beefs at every cent we spend on our own promotion.

State of mind amidst our old clients lost us 32 per cent of the billings we expected of them the first months of the year. If it wasn't for new ones we'd be red-inking at the present moment.

State of mind keeps Wall Street waggling along on medium and low stock prices. A general state of mind keeps saying we can't afford anything new but an automobile.

What do you mean *just a state of mind*? Why, son, the man who gauges the public state of mind wins hands down, while that particular state of mind keeps on. The feller who sees how, when and why a state of mind is changing is the guy whose palatial estate we drive by with envious hearts.

Boss's state of mind? Why, that's what we eat on when we get it right and starve on when we get it wrong. Values of space we buy? Editorial state of mind plus that of the space-buying perfesh.

One editor thinks the public's state of mind is narrow on religion; he plays it and succeeds. Other editors follow him and succeed. Another chap says the public is growing broader minded and follows that hunch. He wins hands down over the bunch if it happens that the public has been getting more liberal while the first editors have kept on playing a hunch of ten years ago.

Course you can't always tell, and it takes a smart guy to get it. A more liberal state of mind may show in a panic or a boom, either one or both. Each one is action and change.

Got a letter from Biddle saying that if present percentage of improvement keeps up till August, they might restore the old schedule. Biddle's got too durned much state of mind. Say, King, what's your state of mind with respect to spaghetti at Louie's?

GROUCHO.

PEOPLE



***what—where—
and why they
buy now known***

EMERSON B. KNIGHT, INC.,
in their certified consumer study
of Cleveland conducted for the
NEWS has brought to light
many unknown facts about
Cleveland families . . . and ex-
ploded many theories that
buyers of advertising space have
pondered over.

Won't you please get the com-
plete unbiased fact — story of
present day Greater Cleveland.
Just request it on your stationery.

THE CLEVELAND NEWS

GEO. A. McDEVITT CO.
National Representatives

BEDTIME READING

SOME time ago a member of our staff contributed a paragraph to our office news letter, recommending Edwin Eyre Hunt's excellent popularization of the Report of the President's Committee on Recent Economic Changes. He remarked that in all probability nobody would have time to read the original two-volume report.

The next day six different people "called" him on that. They *had* read it, and three of them owned it.



GEORGE F. GOUGE
Director and Account
Representative
New York



ROBERT V. TITUS
Account Representative
New York

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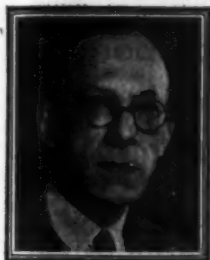
CHICA
PITTSB



JAMES H. WRIGHT
Account Representative
New York



DOROTHY BERRY
Account Representative
New York



H. C. BRANDAU
Contract and Rate Department
New York



STALHAM L. WILLIAMS
Writer
Chicago



HERBERT T. HAND, JR.
Account Representative
Boston



AUGUST J. FRIES
Manager of Studio
New York

Batten, Barton, Durstine & Osborn

INCORPORATED
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

**NAME
PLEASE?**

We have in preparation a most unusual series of Direct Advertising folders, in colors. If you are not on our mailing list send in your name and address now in time to receive ALL of these interesting pieces. Kindly address your letter to the Mailing Department.

ISAAC GOLDMANN COMPANY

Founded 1876

PRINTING OF EVERY DESCRIPTION

**80 LAFAYETTE STREET, NEW YORK, N.Y.
TELEPHONE, WORTH 6080**

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The Iodent Case Helps the Innocent Trade-Mark Infringer

The First User of a Trade-Mark May Be Restricted to an Area Less Than a State Under Certain Circumstances

ADVERTISING brings along with its advantages, certain disadvantages. Not the least important of these disadvantages is the prominence that advertising gives to those who are looking for easy money.

Practically every national advertiser, for example, who sells to the consumer, has had to contend with the individual who asserts he has suffered serious injury through his use of the advertiser's product. Food advertisers especially suffer from this sort of annoyance. They find it necessary to fight case after case in which it is charged that nails or other harmful substances were found in their packages. Those who present these charges usually do so with the conviction that advertisers, rather than risk the unfavorable publicity, will settle these cases out of court.

Another problem that advertising frequently brings along with it has to do with the small local concern that has used a trade-mark in a strictly limited territory. Often the territory covers no more ground than the town or small city in which the local concern is located.

The national advertiser, in all innocence, has adopted for his product a trade-mark that conflicts with the trade-mark of the local company. Over a period of years, the national advertiser spends perhaps several million dollars advertising his product under this trade-mark, all the time entirely unconscious of the fact that a similar mark is already in existence. Then, when his mark has been thoroughly established in the public's mind and his profits have begun to reach interesting figures, the original user—the local concern—steps in and threatens to make things unpleasant.

What are the national advertiser's rights under these or similar circumstances? That question is

clearly answered in a decision recently handed down by the Circuit Court of Appeals for the Third Circuit.

The Iodent Chemical Company, maker of Iodent toothpaste, was involved in this case. Jacob M. Jacobs, trading as the Jacobs Drug Company, was the other party to the suit.

These are the facts as outlined by the court:

The case had come up on appeal from the District Court for the District of New Jersey. The principal finding of the lower court was that Jacobs was the first to adopt and use the word "Iodent" as a trade-mark for toothpaste. In anticipation of this finding, Jacobs claimed all the rights of a holder of a trade-mark, including the right to go everywhere in the United States. He claimed the right to go even into territories in which the Iodent company had first built up a trade. Finally, he claimed the right to prevent the Iodent company from further use of the mark anywhere and the right to an accounting for past infringement.

Adopted Word "Iodent" Innocently

The Iodent company, according to the court, was undoubtedly the junior user of the mark. It had, said the court, "innocently and in complete ignorance of Jacobs' prior adoption, coined and adopted the word 'Iodent' in Detroit." It had, the court continued, by business efforts and costly advertising, extended its business all over the United States, including the State of New Jersey. All this territory, with the exception of the city of Paterson, N. J., had never been entered by Jacobs.

"Against this fact," the court stated, "Jacobs claims, by reason of the first adoption of the trade-mark, rather than by reason of use

of it, a title in gross or a right exclusively to use the mark throughout forty-seven States of the United States and throughout that part of New Jersey, the forty-eighth State, into which he had never entered."

The court then cited two well known cases—the Hanover Mills and Rectanus—and declared that these cases rule squarely against Jacobs' claims as to exclusive use in all the States with the exception of New Jersey. In both these cases, the territory contested was an entire State. In both cases, the decisions gave one of the parties a whole State for its trade-mark territory.

In the Iodent case, however, a territory covering less than an entire State was involved. Its only concern, said the Circuit Court of Appeals, was whether the lower court was right in withholding much of the State of New Jersey from Jacobs and in limiting his use of his first adopted trade-mark to the retail business in his own store or stores in the City of Paterson. The lower court had also stipulated that Jacobs was to sell his brand of Iodent toothpaste only in retail amounts and to retail customers buying for their own use. Finally, it had awarded him an accounting by the Iodent Chemical Company for sales made in Paterson.

Jacobs First Used "Iodent" in 1917

Jacobs, it appears, has for a long time conducted a retail drug business in Paterson. In November, 1917, he adopted the word Iodent as a trade-mark for toothpaste. A New York company made the toothpaste for him. During nine years, Jacobs purchased from his source of supply only twenty-nine gross of toothpaste tubes. "Thus he purchased," said the court, "and we assume sold under his trade-mark, about three and one-half gross per year, or less than one tube per day. Oddly enough, he sold the plaintiff's paste, similarly marked, at the same time."

"Jacobs says in his brief that sales were made in 'more than one store in Paterson,' that they were

made 'also in several places far removed from Paterson,' and that he 'was expanding his business and would have continued to do so except that, being a poor man, he lacked the necessary capital at that time.' As his sales activities, or lack of them, have an important bearing on the question of trade-mark territory, we have searched the record carefully to find the scope of his sales."

The court then referred to the evidence that Jacobs had introduced concerning the distribution of his brand and said: "On this evidence we hold, with the learned trial judge, that Jacobs' Iodent business had for ten years been local to Paterson and . . . in his Paterson drug store. Clearly, therefore, Jacobs, as the court found, is entitled, as the prior adopter, to sell his paste under the trade-mark at retail in that store. Our concern . . . is whether . . . he has, by reason of his trade in the Paterson market, the right to sell toothpaste at retail or wholesale under his trade-mark in all other parts of New Jersey to the exclusion of the plaintiff, the Iodent Chemical Company."

The court then referred again to the Hanover Mills and Rectanus cases and said: "*It follows that whether a first adopter of a trade-mark may be restricted to a territory less in area than that of a State is still an open question to be decided, we think on the particular facts of the case.*"

Summarizing, the court concluded:

"The controlling facts of this case as affecting territory of the whole State of New Jersey as a field for Jacobs' use of his trade-mark are, in addition to those we have recited, that when the Iodent company went into that State, in ignorance of his trade-mark, and expended its efforts and money in establishing and expanding a business for its toothpaste under the trade-mark, Jacobs did nothing. He knew what it was doing. Later, it is true, he notified it of his mark. That was all. He stood by and let the Iodent company occupy territory which was normally his

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and which, had he exercised proper diligence, could not be wrested from him.

"Moreover, he not only stood by and watched the Iodent company develop its trade throughout the State of New Jersey . . . but he actually assisted in developing its trade by selling the plaintiff's toothpaste bearing his own trade-mark. On the law that *trade-mark rights grow out of use, not mere adoption*, and on the principle recognized in law that there is no property in a trade-mark except as an incident to a business, we are inclined to the view that where, as here, one, owning a valid trade-mark and entitled to a given territory, *fails by efforts which are reasonable in time and extent to protect his business and the accompanying mark in that territory, he cannot by reason of the mere fact of ownership pre-empt that territory forever.*

"We hold, on the facts, and on the law bearing on them, that trade-mark rights, like other rights that rest on use, may be lost by abandonment, non-use, laches [inexcusable delay in asserting a right] or acquiescence, that Jacobs is estopped to eject the Iodent company from the territory of New Jersey which he yielded, to assert trade-mark infringement by its acts and to recover its profits which, for years, he watched grow into potential damages."

Silver Account to Smith, Sturgis & Moore

Smith, Sturgis & Moore, Inc., New York advertising agency, has been appointed to handle the advertising of Reed & Barton and Dominick & Haff, Taunton, Mass., for their sterling and silverplate lines.

Atwood Machine Appoints Tyson

The Atwood Machine Company, Stonington, Conn., manufacturer of silk and rayon throwing machinery, has appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct its advertising account.

Joins Erwin, Wasey

Eric Hansen, commercial artist, has joined the art staff of Erwin, Wasey & Company, Seattle.

C. E. Michel Heads St. Louis Sales Managers Bureau

Charles E. Michel, general sales manager of the Union Electric Light & Power Company, has been elected president of the Sales Managers Bureau of the St. Louis Chamber of Commerce. O. D. Norwine, vice-president of the Norwine Coffee Company, and E. S. Sieber, sales manager of the National Lead Company, were elected vice-presidents. Frank D. Beardslee, of the Mercantile Commerce Bank & Trust Company, was re-elected treasurer. Andrew G. Mungenast is director of the bureau.

New directors elected for three-year terms on the executive board are: D. L. Boyer, sales manager of the Provident Chemical Works; E. G. Brinkman, sales manager of the Phelan Faust Paint Manufacturing Company; Louis S. Freund, vice-president of the Walter Freund Baking Company; Henry P. Krallman, sales manager of the Pioneer Cooperage Company; G. T. Lehmberg, manager of Parke, Davis & Company; H. J. Reinhardt, vice-president of the Frank Adam Electric Company; T. M. Scott, vice-president of the Corneli Seed Company; G. C. Stevens, branch manager of the Diamond T Motor Car Company, and Mr. Norwine.

To Publish Mansfield, Ohio, "Journal"

The Mansfield Journal Company has been formed at Mansfield, Ohio, to publish a six-day afternoon paper. David Gibson, publisher of the Lorain, Ohio, *Journal*, will be publisher. G. J. Kochendorfer will be editor.

The incorporators of the company are: S. A. Horvitz, D. F. Williams, Hugh Martin, Mr. Gibson and Mr. Kochendorfer. It is expected that the first issue of the paper will be published about September 1.

C. A. Reese with Krichbaum- Liggett

C. A. Reese, formerly an account executive with The Carpenter Advertising Company, Cleveland, has joined The Krichbaum-Liggett Company, advertising agency of that city, in the same capacity.

E. K. Hartenbower Joins McCann

Elton K. Hartenbower, formerly with Wilson & Company, Chicago packers, is now with the Chicago office of The H. K. McCann Company, advertising agency, as assistant space buyer.

J. T. Avery Joins Richfield Oil

J. T. Avery, formerly assistant advertising manager of the American Plano Company, Inc., New York, has joined the Richfield Oil Corporation of New York, as assistant advertising manager.

Sears, Roebuck Reports Sales for Sixth Period

Sales of Sears, Roebuck & Company for the four weeks ended June 18, amounted to \$31,475,143, against \$34,008,389 for the corresponding period of last year, a decrease of 7.4 per cent. Sales this year from January 2 to June 18, amounted to \$172,276,013, against \$178,187,493 for the corresponding period of last year, a decrease of 3.3 per cent.

Sales for the sixth four-week period ending June 18 showed an increase of \$789,152, or 2.5 per cent over the previous period which ended May 21, 1930. In the sixth period of last year, during which the company was opening retail stores, sales showed an increase of \$1,314,536, or 4 per cent over the fifth period. The decrease of 7.4 per cent in the sixth period sales from a year ago compares with decreases of 6.1 per cent in the fifth period, 4.5 per cent in the fourth period and 10.9 per cent in the third period.

Richardson-Plant Appointments

Charles Oswald, formerly with Paul Teas, Inc., Cleveland advertising agency, has been appointed copy chief and art director of Richardson-Plant, Inc., advertising agency of that city, formerly The Richardson-Briggs Company.

S. J. Smith, assistant production manager, has been advanced to the position of production manager. Sydney F. Jiles, formerly with The Krichbaum-Liggett Company, Cleveland, has joined Richardson-Plant.

Officers of the Richardson-Plant agency are: W. E. Richardson, president and treasurer; J. E. Plant, vice-president, and L. A. Yokey, secretary.

Appoint F. L. Tomaschke Agency

The F. L. Tomaschke Advertising Agency, Oakland, Calif., has been appointed to handle the advertising of Super-Blue, a new gasoline distributed by the Western Highway Oil Company, of that city, distributor for the Western Oil & Refining Company.

The Johnson Washer Company, Oakland, has also appointed the Tomaschke agency to direct the advertising of its washing machines, ironers and vacuum cleaners.

Vacuum Cleaner Account to Critchfield

The Birtman Electric Company, Chicago, manufacturer of the Bee-Vac vacuum cleaner, has appointed Critchfield & Company, advertising agency of that city, to direct its advertising account.

Washington, D. C. Agencies Merge

Sitgreaves Advertising, Washington, D. C., advertising agency, has merged with the Norman C. Kal Agency, also of that city.

Charles Presbrey Succeeds Father as President

Charles Presbrey, who has been vice-president of the Frank Presbrey Company, has been elected president. He succeeds his father, Frank Presbrey, who has become chairman of the board of directors of the agency which he founded in 1896. As chairman, Frank Presbrey continues in an advisory contact with the agency's activities.

Charles Presbrey, who succeeds his father in the active duties of directing the business, entered the organization twenty-four years ago.

Truman A. DeWeese was elected a member of the board of directors, succeeding the late Charles D. Spalding.

Frank Presbrey has also been elected a member of the advisory board of the Forty-sixth Street Branch of the Chase National Bank. He is a trustee of the New York Life Insurance Company, a trustee of the Bowery Savings Bank and a director of the National Surety Company.

R. L. Bracken Heads Export Managers Club

R. L. Bracken, of the M'Ilers Falls Company, was elected president of the Export Managers Club of New York, Inc., at its annual meeting held last week. Other officers elected are: A. M. Hamilton, American Locomotive Sales Company, first vice-president; C. W. Linscheid, Fairbanks, Morse & Company, second vice-president; C. E. Thomas, United States Steel Products Company, treasurer, and Oren O. Gallup, Gallmeyer & Livingston Company, secretary.

W. W. Crowell, of the Bonney Tool & Forge Works, and P. C. Rowe, of the Lunkenheimer Company, were elected directors.

Russell Gray with John Falkner Arndt Agency

Russell Gray, formerly with the Richard A. Foley Advertising Agency, Inc., and the F. Wallis Armstrong Company, both of Philadelphia, has joined John Falkner Arndt & Company, advertising agency of that city, as merchandising and copy director.

Appoints Walker-Rackliff Agency

The E. W. Carpenter Manufacturing Company, Bridgeport, Conn., loose leaf devices, has appointed The Walker-Rackliff Company, New Haven, Conn., advertising agency, to direct its advertising account.

N. E. Horton with Sherman Corporation

Norman E. Horton, formerly sales promotion manager and assistant sales manager of the Seiberling Rubber Company, Ltd., Toronto, has joined The Sherman Corporation, Boston.

THE GOLD SPOT OF AMERICA



IN Phoenix, capital of Arizona, the population has grown from 29,000 in 1920 to 47,950—1930 census, an increase of 60.6%. 1930 census Metropolitan Phoenix is 92,350. Bank deposits have increased from \$4,302,735 in 1910 to \$37,949,742 in 1929—a gain of 782%. No wonder this is known as the "Gold Spot" of America.

Those who are responsible for the phenomenal development of Phoenix are permanent residents and live here the year around. Phoenix is not dependent upon tourists' trade. As a matter of fact, 92.03% of the families living within the city limits are permanent residents—only 7.97% are visitors. Truly it is a year-around market.

One medium, The Arizona Republican—having kept pace with the rapid growth of this territory—supplies to advertisers adequate consumer-contact. 91% of the newspaper reading families within Phoenix and 85% of those in the suburban area receive regularly The Republican.

»THE«
ARIZONA REPUBLICAN
P H O E N I X

Williams, Lawrence & Cresmer Co.

New York... 285 Madison Ave.
Chicago... 360 N. Michigan Ave.

KOTAR
INCREASINGLY
IMPORTANT IN
ARIZONA

M. C. Mogensen & Co., Inc.
San Francisco... 564 Market St.
Los Angeles... 433 S. Spring St.
Seattle... 603 Stewart St.
Portland... 69 Broadway

THE TEXAS COMPANY
TEXACO PETROLEUM PRODUCTS



125 EAST 42ND STREET
NEW YORK

SALES DEPARTMENT
ADVERTISING DIVISION
61, 70, 100, 1007

May 21st, 1930.

Liberty Magazine,
New York City.

Gentlemen:

During the past two years, "Liberty" has played an important part in The Texas Company's advertising program. In 1930, we have considerably increased the amount of space in "Liberty".

We have watched "Liberty's" rapid circulation growth. The fact that "Liberty" has added nearly 1,000,000 families in one year's time has shown us conclusively that the publication enjoys an exceptionally active public demand.

Our excellent distribution makes Texaco products available to the public everywhere, and "Liberty's" circulation concentrated in city areas assures us of covering a particularly profitable market.

Yours very truly,

GMV:WB

Geo W. Vos.
Superintendent,
Advertising Division.

For 1931 • Liberty guarantees 2,700,000 {average net paid} circulation. No increase in rates before the issue of April 11, 1931

\$509,749,530⁰⁰

to spend for new cars in the next 12 months—*Liberty Readers*



61.4% of Liberty families own cars
 or 1,597,400 cars
 7.7% own more than one car
 or 123,800 cars
 80% of these cars were bought new
 or 1,275,600 cars
 One-third of these cars will be re-
 placed by new cars during the next
 12 months or 425,200 cars

★ Half of them will cost less than \$1,000.

Half will cost more than \$1,000.

Number of cars owned, of each make, furnished to you on request.

Liberty provides an actual definite market for more than \$300,000,000 worth of cars for replacement only in the next 12 months. First car sales not included.

★ It is important to know also that

Liberty readers are in the market for 3,913,630 automobile tires for replacement only in the next 12 months. They will buy 779,700,000 gallons of gasoline and 92,649,200 quarts of oil. Every customer for all these cars and tires and gasoline and oil can be reached through the pages of Liberty.

"Liberty's circulation... a particularly profitable market," writes George W. Vos of the Texas Company. Two reasons are mentioned specifically for the increased schedule of The Texas Company in Liberty during 1930:

1. Nearly a million families added in a single year.
2. Concentration of circulation in city areas—a particularly profitable market.

Liberty's circulation is now more than 2,400,000. For 1931, Liberty guarantees an average of 2,700,000 net paid. No increase in rates before the issue of April 11, 1931. The advertising cost is the lowest in the field. The circulation is 99% newsdealer—every copy bought to be read.

★ These figures are based on an investigation made by Daniel Starch, Ph.D., Consultant in Commercial Research. Thousands of Liberty readers were interviewed. The investigation was made entirely without any control or direction from this magazine. A Liberty representative will gladly furnish details.

Liberty

A Weekly for Everybody

New York: 220 East 42nd Street

Chicago: Tribune Tower
 Boston: 10 High Street

Detroit: Gen. Motors Bldg.
 San Francisco: 820 Kohl Bldg.

WHY LOUISVILLE?



KENTUCKIANA

Practically all of Kentucky and a large portion of Southern Indiana.

Louisville, the Capital of KENTUCKIANA, has more than doubled the wages of its Industrial Workers since 1914. The average yearly wage for 1929 was \$1,159 as against \$547 in 1914.

This rich market of two and one half million people is effectively reached at one low cost thru —

THE COURIER-JOURNAL THE LOUISVILLE TIMES

— MEMBERS —

Audit Bureau of Circulations
100,000 Group of American Cities

Represented Nationally by THE BECKWITH SPECIAL AGENCY



Courtesy Eastman Kodak Co.

Investigate Before Plunging

A Valuable Lesson for Any Youth

THIRD EPISODE

MR. ROWELL delighted in entertaining at his farm or fishing camp in New Hampshire.

On one occasion he had a rather elderly gathering and, to liven things up a bit, he invited four boys to join the party. We were all greatly elated at the time, but we paid for our experience by giving the party much innocent amusement.

One evening Mr. Rowell advised us that we were to get up early and take a walk with him. The sun was well up, but it was none too warm when we started. We walked by a lake. When we reached a spot where we could see a log which had been anchored a little off shore for our benefit, Mr. Rowell halted us and inquired:

"Frank, can you swim?"

"Yes, sir," I replied.

"Charles, can you swim?"

"Yes, sir."

"Now you are all sure you are good swimmers?"

"Yes, sir," we chorused.

"Well, see that log out there? I

will give a bright silver dollar to the boy who swims out there, gets a piece of bark off the log and is first to return to his clothes."

Then he went into the details of the contest more carefully. He was having a lovely time. Each boy must make a neat pile of his clothes and do it just so—shoes first, stockings in shoes, pants folded and laid on top of shoes, etc.

Finally, with watch in hand, Mr. Rowell gave the signal and off we plunged. When we reached the log, we found it difficult to detach a piece of the bark. He knew that such would be the case.

Upon completing the return trip and reaching the place where our clothes had been left, we found no clothes and no Mr. Rowell. What to do we did not know. What could four boys do in such a predicament? We were hungry and getting cold.

After what seemed to us ages, Mr. Rowell sent the gardener to say breakfast was ready and our clothes were on the front piazza. We dodged through the trees as best we could until we came within sight of the house. We could see the four neat piles of clothing, with Mr. Rowell and all the elderly

This is the third of a group of sixteen articles relating to George P. Rowell, the old-time advertising agent. The articles are appearing in consecutive issues. They were written by an advertising man whom Mr. Rowell employed as a boy.

guests behind them, all laughing at our plight.

I never saw folks so delighted. We had to go to that piazza, as we were, in order to get our clothes and have breakfast.

After breakfast, Mr. Rowell gave us each a dollar and explained: "I wanted you boys to realize the importance of investigating all alluring propositions before accepting them. Not one of you asked a question—you wanted to show your swimming ability and get the dollar. Not one of you thought of the possible consequences.

"Now you know how costly or embarrassing such a prize may be. Think of it always when tempted in either business or pleasure. Many business men find themselves stranded, just as you were, because they plunge into things before taking the proper precautions to protect themselves against tricks.

"You are all good sports, it was fine fun and we all like you."

No harm came from the experience and we learned not to grab at bright prospects until we investigated what might be behind them. A valuable lesson for any youth.

Dairymen's League Advances W. A. Shreyer

W. A. Shreyer, for the last four years business manager of the *Dairymen's League News*, New York, has been appointed assistant treasurer of the Dairymen's League Co-operative Association, Inc., publisher of that paper. R. L. Culver succeeds Mr. Shreyer as business manager of the *Dairymen's League News*, effective July 1.

Benton & Bowles to Handle Campaign on Squibb Antiseptic

E. R. Squibb & Sons, New York, are bringing out a new antiseptic by the name of Di-Phen on which an advertising campaign will start late in the fall. This advertising will be handled by Benton & Bowles, New York advertising agency.

Appoints Jordan Advertising Abroad

Hall & Ruckel, Inc., New York, manufacturer of X-Bazin, has appointed Jordan Advertising Abroad, Inc., to direct its foreign advertising.

"Electrical Record" Changes Name

Electrical Record, published by the Gage Publishing Company, Inc., New York, has been changed to *Electrical Installation Record*. With this change in name, it is stated, the publication will be entirely devoted to electrical installation activities and methods. These have constituted its predominant editorial content which, under the new policy, will be devoted to such matters exclusively.

Merritt Lum Joins

A. C. Nielsen Company

Merritt Lum, until recently assistant general manager of chain stores of Montgomery Ward & Company, has joined the A. C. Nielsen Company, Chicago, as vice-president and general manager. He was formerly vice-president of the A. W. Shaw Company, Chicago.

Appointed by Franklin Automobile Company

C. W. Seeley, for several years a member of the copy staff of Patterson-Andress, Inc., New York, and, before that, with the advertising department of the Franklin Automobile Company, Syracuse, N. Y., has been appointed assistant advertising manager of the Franklin company.

With Los Angeles Office of J. Walter Thompson

Thomas W. Harrison, formerly advertising manager of Harris and Frank, Los Angeles, and Earle A. Meyer, formerly assistant supervisor of export publicity for the General Motors Corporation at New York, have joined the Los Angeles office of the J. Walter Thompson Company, Inc.

Holmes & Edwards Advance W. B. Griffin

William B. Griffin, advertising and sales manager of the Holmes & Edwards Company, Bridgeport, Conn., a division of the International Silver Company, has been named general manager of Factory "H" at Meriden, Conn.

D. H. Brattin Joins Brooke, Smith & French

Dudley H. Brattin, at one time with The Geyer Company, Dayton, Ohio, and, prior to that, with the Millis Advertising Company, Inc., Indianapolis, has joined the staff of Brooke, Smith & French, Inc., Detroit advertising agency.

Joins Sweeney & James

George Park, formerly service manager of Boehme & Blinkman, Cleveland advertising agency, has been made production manager of The Sweeney & James Company, advertising agency, also of that city.

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Something has happened in Pittsburgh

Media Records, Inc., credits the Sun-Telegraph with twice as much local gravure linage as the other evening-Sunday paper during the first five months of 1930. The hearty acceptance of Sun-Telegraph gravure by local merchants attests to its popularity and pulling power among the 352,000 Sunday Sun-Telegraph readers. For May alone, the Sun-Telegraph published 29,368 lines of gravure advertising; the other evening-Sunday paper published only 23,633 lines.

THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

Here is proof of
 newspaper leadership, in a
 manner believed to
 be unparalleled in the
 United States!

¶ For 80 years THE
OREGONIAN'S circulation
 has been the largest and
 its advertising lineage the
 greatest of any newspaper
 in Oregon! (and this is not in just
 one year, but in each separate year of the eighty)

¶ The Advertiser finds
 real profit in this constant,
 dependable Oregonian
 audience.

The Oregonian

PORTLAND, OREGON

For 80 Years, the Preferred Newspaper of Oregon People

Nationally represented by VERREE & CONKLIN, Inc.

New York
 185 Madison Avenue

Chicago
 333 North Michigan Ave.

Detroit
 331 Lafayette Blvd.

San Francisco
 Monadnock Building

Now Is the Time for Banks to Advertise

Financial Advertising Confronts a Rare Opportunity to Help Itself—
and Strengthen All Business

ERWIN, WASEY & COMPANY, LTD.,
CHICAGO

Editor of PRINTERS' INK:

Will you kindly refer us to recent articles covering bank advertising—it's trend and growth—its appeal and make-up?

ERWIN, WASEY & COMPANY, LTD.

TO Erwin, Wasey & Company we have sent a list of financial-advertising articles that have appeared in **PRINTERS' INK**—a list that is available to others upon request. But it would seem that the questions in the above letter suggest an interest sufficiently general to justify a broad discussion of financial advertising as it stands today.

Uppermost in the minds of most bankers just now are three subjects:

- 1—The growth of group, chain, and branch banking;
- 2—The present condition of business; and
- 3—Competition.

The first of these subjects was discussed in **PRINTERS' INK MONTHLY** for April, 1930, under the title, "The Newest Chain Advertiser—the Bank." As was pointed out in that article, the group-bank idea has recently been applied in the Northwest, in the Far West and in the East and has developed and expanded until today it is, literally, the biggest subject on the American financial horizon. Because it is no mere economic theory, but an established and impressive fact, the group and chain development is coloring much current financial advertising.

In some instances, as with the Midland Marine in New York State and with the huge chains and groups in the Northwest and on the Pacific Coast, the development itself has given rise to an unprecedented volume of bank advertising. Thus it is providing a new reason for advertising. In addition, it is creating advertising indirectly—the advertising of "independent" banks which, with the

printed word and otherwise, are contending against the group or chain idea.

The linking of banks into chains and groups and the spreading of the branch-bank idea—the latter advanced as an expedient to help the national banks—are matters that will come more prominently into public attention as time goes on and as proposed legislation takes more definite form. Hence, a subject that is certain to be reflected in bank advertising everywhere is the matter of bank organization and inter-bank relationship.

The second point that is engaging the attention of the financial advertisers—the present condition of business—presents a problem and an opportunity. It is a subject that is linked quite closely with the third point—competition. It is no secret among bankers that a bank's competition is of two kinds. One kind is its competition with other banks. The other kind—and it is commanding an increasing measure of attention from bankers—is the bank's competition with what might be called commercial business. It is the competition that draws every Tom, Dick and Harry in business into a contest for the consumer's dollar.

Banker Will Be the Last to Use Distinctive Copy

In the narrower competition—the competition among banks themselves—we find in bank advertising a keynote that might be called conservative aggression. To his credit as an advertiser, at least this much may be said of the banker: He will be among the last advertisers in the world either to overspend or overstate. He will be among the last advertisers to resort to "destructive" copy.

On the whole, he may be depended upon to present an object-lesson in advertising ethics. So conservative is he that, even when

he fights, the public seldom glimpses in his advertising the keen competitive spirit that underlies his efforts to get new business.

An example has been presented recently in New York by bank advertising that was inspired when the Hanover Trust proclaimed that it had no securities for sale. A financial institution such as the Hanover, so the Hanover reasoned in its copy, ought to have no selfish axes to grind. Straightway, the other New York banks answered that thesis, but with reserve and restraint. And, although it may have seemed to an advertising observer that the banks were advertising to each other—and at each other—it is highly unlikely that the public recognized the copy as deliberately competitive.

Within the scope of the narrower competition also is the problem of advertising and merchandising trust service. Within the fairly recent past, many of the biggest banks have overhauled their trust-service policy. Before the adjustment downward, the trust companies and trust departments were inclined to snootify any financial stewardship involving an amount of less than \$50,000—and, in some instances, less than \$100,000. Today many of them have lowered their sights and are evincing an interest in estates as low as \$25,000.

The problem now is the problem of advertising and selling the trust idea to men and women who never have thought of it. Entwined in that problem is another—what to do about the lawyers. Generally speaking, the legal profession takes unkindly to the thought of banks usurping the place of legal counsel to the public.

Here, it seems, is a situation similar to that which confronts the manufacturers of food products and of pharmaceutical products in their relations with the medical profession. These manufacturers have deemed it wise not to fight the profession, but to advertise it favorably. Thus they enlist, not the profession's hostility, but its endorsement and its aid.

As to the broader competition and the bank's opportunity in the present business situation, A. E.

Bryson, vice-president of Halsey, Stuart & Company, and president of the Financial Advertisers' Association, presents the picture as follows in the June issue of the association's Bulletin:

A business reversal need not be altogether bad news for alert banking institutions. If the prevailing psychology of such a period is capitalized, as it can be, even dull times can be turned to the bank's advantage.

When business is booming, with everybody working and making big wages, a lot of people begin to figure that things are always going to be that way. Why save? Why buy conservative securities, when all the stocks on the board are moving up? Why conserve, when everybody has a job and when—as they reason—everybody is always going to have a job? Why create a surplus when anything and everything can be bought on time, when vendors are camping on your trail, urging you to buy on easy payments?

Under such conditions, commodity advertising is most responsive and bank advertising, in some respects, least so. Admonitions of conservatism fall on deaf ears.

But the picture changes when quiet business replaces boom times. True, there isn't so much money changing hands, but that fact is more than offset by the public's increased caution. The merchant finds his audience less eager to buy. The banker, if alert to his possibilities, will find his audience more than ordinarily receptive.

The proof of all this is found in the statistics of business and banking since the first of the year. With activity reduced in almost all lines of business, savings have actually gone up. Bonds have replaced stocks as the favorite investment medium. Life insurance sales have continued to mount.

With the public in a spending mood, the alert merchant plays up to that state of mind. He accelerates his sales effort; he increases his advertising. When the public is more cautious—in a saving mood—rather than in a spending mood—the alert bankers should play up to that state of mind. Such a condition exists today. This is no time for banks to reduce advertising effort. With an audience more receptive to sound banking appeals than in any recent period, it is distinctly a time for increased effort.

The time for banks to advertise, says Mr. Bryson, is now. Now is the time for the banks to gather in new business. And even the banks' non-banking competitor, the far sighted manufacturer, will agree that the time for banks to advertise is not merely now, but all the time.—[Ed. PRINTERS' INK.]

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Fine typography, like fine
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goods. When your copy is
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setting, it makes a mighty
smooth, effective salesman!



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

HELP YOURSELF

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HALF A LOAF is better than none, but salesmanagers who get the whole loaf are not called on for explanations.

Some advertisers, attempting to convert the city of Boston according to newspaper advertising practices successful in other cities, awake to the fact that only half a loaf is their portion. Try as they will the other half eludes them. Other advertisers get the whole loaf regularly—and with butter on every slice. Why?

Boston's metropolitan district numbers a population of nearly two million people, with another million less than thirty miles from the center of the city.

Three million apparently homogeneous people—but actually divided as completely and distinctly into two separate groups as if severed by a knife. Tradition, heredity, sentiment and environment are the invisible lines of separation—differences in thought and habits of buying that must be bridged by every advertiser who hopes to get the whole Boston loaf.

The Boston newspapers for years have recognized this double grouping of Boston's people. One of these papers, the Herald-Traveler has so guided its editorial policies and manner of news presentation as to win the confidence and esteem of one of these two groups. Three other papers, differing from the Herald-Traveler as one group differs from the other, share the preferences of that other group.

Advertising leadership is an unfailing index of group importance. For years the Herald-Traveler has led Boston newspapers in total advertising lineage by a good margin. In 1929 its advertising gain exceeded the combined gain of all other Boston papers combined, and its 1929 total of advertising lineage exceeded any previous record made by any Boston newspaper. It is by such unquestioned leadership that the vitality and importance of the market served by the Herald-Traveler is shown.

Advertisers must remember that *only* the Herald-Traveler reaches the more important group of Boston's buying population. One other newspaper may be used to get the other half of the loaf.

Advertising representative:

GEORGE A. McDEVITT COMPANY
250 Park Avenue, New York, N. Y.
914 Peoples Gas Building
Chicago, Ill.

For eight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily papers.

An advertising plan that aims sincerely at national coverage of worth-while markets must include GRIT, because

GRIT'S CIRCULATION IS NOT DUPLICATED by

National Magazines or Metropolitan Newspapers

For example, in 1,157 Pennsylvania towns under 10,000 population, 35 copies of GRIT are sold to every 100 families, as against 10 copies of the largest weekly magazine in the United States, and 13 copies of the leading metropolitan newspaper.

Every week, in more than 400,000 small town homes, GRIT passes the invisible barriers that keep out publications appealing primarily to the metropolitan viewpoint. GRIT offers you the open door to a national market larger than the city of Philadelphia that you can reach quickly, effectively and economically through one publication.

On many magazine schedules, on many newspaper schedules, there is a genuine need of GRIT. Investigate!



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WILLIAMSPORT, PA.

Advertising Representatives:
THE JOHN BUDD CO.

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Chasing Ghosts

The Ghosts of Carelessness, Lax Methods, Laziness and Superficiality
Must Be Chased Out of Business

By Roy Dickinson

TOO many people are being chased by ghosts these days instead of doing the chasing themselves.

Gloomy ghosts, rumors and tales of dismal business, stories of how bad things are or may become; they are dancing at the cross-roads waving spectral arms and making disagreeable faces.

The facts call for courage, ideas and work. People who paint still gloomier pictures spread fear all over the premises. According to these ghost-ridden folk the world is again going on the rocks; those terrible rocks it has been going to hit so many other times in the past.

The world didn't go rocky in those other times and it won't this time either. But talking about troubles has a tendency to keep people sitting when they should be moving. It is hard for a man to go anywhere when he is talking gloom all the time. While the prospect waits down the street the grouser stands on a street corner, using it as a wailing wall.

Great Britain has had a longer, far more severe depression than we have had. More men out of work there, far less purchasing power among the masses, more deep-seated trouble.

Read what Sydney Walton, distinguished Britisher, said recently about the situation there:

"Trade depression, severe, pitiless, distressing, had to come to quicken us into a new intelligence and a conquering activity. For despite the ghosts of gloom all over this land, industrial diagnosis is taking place, and we have the beginning of what I call 'applied intelligence.' Ghosts of go-as-you-please have got to be exorcised, but it takes an east wind to do it. That east wind will probably make England in the doing."

In times of industrial uncertainty when business, if any, is hard to get, men and organizations do the work; the hard, unrelenting, in-

telligent work which lays the foundation for the prosperous times which follow as the definite result of well-directed effort, applied with skill to present problems. It is only in adversity that genius shows itself. Nations have decayed only when they became fat and prosperous; too complacent. In lean times men tighten up on their belts and bend to the job in hand.

Many a ghost must be chased in such times.

The go-as-you-please style of handling business, the superficial wise cracks, the man who has been getting by on his personality or good looks, are all on trial. The ghosts of carelessness, lax methods, laziness, superficiality must be chased out of the organization which has cleared decks for real action.

No More Pink Lemonade

The salesman who has been depending on his pleasing ways and ability as a mixer to sell merchandise or handle accounts will have to dig into the disagreeable but very real problems of his customers and clients if he wants to continue to draw the fine salary to which he has become so accustomed that he takes it as a matter of course. No more pink lemonade and popcorn business. It's not so easy now.

The circus has left town. The sawdust has been swept up.

The clown, the fattest woman in the world, the biggest man, the disappearing elephant trick worked with the aid of mirrors, the three-card man, and all the side shows of the New Era have gone off down the road.

The business show which took the place of the circus isn't nearly so exciting. Instead of the trained seals and the elephants there are problems to work out, columns of figures to consider, new and more economical methods and plans to investigate. It isn't a fancy show

at all, just a homely, practical collection.

When the ghosts have been exorcised, this plain and simple show, stark, stony and stubborn, offers an opportunity for the man who is willing to stick to his own job, and there is plenty of competition for that.

Federation of Musicians to Continue Campaign

The national advertising campaign which has been conducted for the last several months by the American Federation of Musicians, will be continued for another twelve months. Copy will be placed on the same schedule and the same scale as in the last half year. The list includes 798 newspapers and twenty-four magazines.

The continuance of the campaign has been authorized by Joseph N. Weber, president of the Federation. "Use of advertising as a means of placing the plight of music before the public has succeeded beyond our expectations," said Mr. Weber.

"The restoration of orchestras in many theaters will come to pass next season, we are assured," he said, "and this proves the soundness of our investment in advertising. Another advantage gained has been success in maintaining wages and employment conditions."

The Music Defense League, organized by means of coupons printed in the advertisements, has grown to more than 3,000,000 members and is still growing, Mr. Weber also stated.

J. H. Turner Joins Raleigh "Times"

John H. Turner, formerly advertising manager of the *Florida Municipal Record*, Jacksonville, Fla., and before that, advertising manager of the *St. Augustine, Fla., Record*, has been appointed advertising manager of the *Raleigh, N. C., Times*.

Charles H. Herring, circulation manager of the *Times* for the last eight years, has been made assistant to the general manager. These changes follow the resignation of W. Allen Kindel, business manager, who has engaged in business for himself.

Lawrence C. Gumbinner, Director, Eugene, Ltd.

Lawrence C. Gumbinner, of the Lawrence C. Gumbinner Advertising Agency, New York, has been elected a member of the board of directors of Eugene, Ltd., of that city, manufacturer of permanent waving equipment.

Death of R. C. Montgomery

Robert C. Montgomery, president of the Long's Hat Store Corporation and vice-president of the Knox Hat Company, died at Stamford, Conn., last week. He was forty-two years old.

Another Plea

LONG ADVERTISING SERVICE
SAN JOSE, CALIF., JUNE 12, 1930.

Editor of PRINTERS' INK:

A. O. Hurja's article in your May 29 issue on "Mr. Publisher Won't You Please Standardize Proof Sizes?" rings the bell.

If publishers would standardize on 8½-inches by 11-inch sheets for proofs it would very greatly simplify the filing problem for agencies and advertisers and ought to simplify the matter of proof billing and filing for publishers as well.

We add our endorsement most heartily to the suggestion.

ALVIN LONG.

Haas, Baruch Account to Emil Brisacher

Haas, Baruch and Company, Los Angeles, wholesale grocers and marketers of the Iris brand of canned goods, have appointed the Los Angeles office of Emil Brisacher and Staff, advertising agency, to direct their advertising account. Newspaper, outdoor and radio advertising will be used.

H. T. Watts Honored

Harry T. Watts, business manager of the *Des Moines Register and Tribune*, was initiated into the Twenty-five Year Club of these newspapers at a banquet in his honor last week. John Cowles, associate publisher, was toastmaster and Gardner Cowles, publisher, and other executives of the papers were among the speakers.

To Direct Pflueger Fishing Tackle Sales

W. S. Pflueger has been appointed sales manager of the Enterprise Manufacturing Company, Akron, Ohio, Pflueger fishing tackle, succeeding C. A. Krennick, resigned. Mr. Pflueger, son of E. A. Pflueger, president of the company, has been assistant sales manager.

E. J. McKenzie Appointed by B. F. Sturtevant

E. J. McKenzie, formerly with the American Hoist and Derrick Company, St. Paul, has been appointed assistant advertising manager of the B. F. Sturtevant Company, Boston.

With New Toronto Weekly

John H. Wildfang, formerly with the *Toronto Globe*, has been appointed advertising manager of a new weekly tabloid being published at Toronto under the name of *Grip*.

Joins Artex Poster Company

Frank Paul Sylos, formerly with the United Advertising Agency, Inc., at New Haven and Bridgeport, Conn., has been appointed art director of the Artex Poster Company, New York, advertising displays.

Using these types

• advertisers
gain two
strategic
advantages

No buyer of printing today is in a position to speak authoritatively on 'costs' who has not yet investigated the Ludlow method. Facts are available without obligation. Those who would like to

FIRST—distinguished modern typefaces of an exclusive design [or when preferred any of the standard 'families']

SECOND—materially lower mechanical cost for both your display and body composition

see an interesting comparison of Ludlow types with 'classic' designs should send for 'Which is Which?'

Ludlow Typograph Company
2032 Clybourn Avenue + Chicago

The Department Store .

DO you think of the department store merely as a channel of distribution—an elaborately organized factor in the business of putting goods into the hands of consumers? Think again!

The department store is a consumer itself, and as a consumer it stacks up with the biggest. Consider what is involved in handling the wants of the thousands of people who throng its aisles. People must be moved, lifted and carried about in comfort. They must be shown a great variety of goods. The mere process of selling calls for special equipment and supplies. Purchases must be wrapped—often elaborately so. Many purchases are charged and delivered—involving the swift, errorless performance of a long succession of functions. Back of all this is a vast amount of buying, receiving, checking, marking, warehousing, and accounting. And back of this again, the maintenance of a plant often covering whole city blocks.

At every step these activities involve con-

RETAIL

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DAILY NEWS RECORD MEN'S WEAR FAIRCHILD TEXTILE-APPAREL ANALYSES WO
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sumption—consumption of equipment which wears out fast under the burden of serving so many thousands of customers, and consumption of supplies used up in that service. And that is why a department store doing a business of \$10,000,000 a year (and there are many such) is annually in the market for \$80,000 to \$125,000 worth of equipment and some \$150,000 worth of supplies—spending a quarter million dollars as a consumer.

One paper reaches the department store, the departmentized specialty shop, the departmentized furniture and home-furnishings store. RETAILING, the Fairchild weekly newspaper of modern distribution, reaches the key executives in every store worth while from coast to coast. It is an invaluable medium for the manufacturer of equipment and supplies, for it treats of retail distribution as a business science. It is doubly effective because it reaches these readers weekly, making possible a highly intensive cultivation of a highly responsive market..

TAILING CHILD PUBLICATION

h STREET NEW YORK, N. Y.

EL ANALYSES
LE SOURCES
WOMEN'S WEAR DAILY
FAIRCHILD TRADE DIRECTORIES

FAIRCHILD BULLETINS (LONDON-PARIS)
MAN and his clothes (LONDON)



An Identified Market

Few magazines have circulations as uniform in character as that of "The Rotarian."

Its reader audience is highly selective: 140,000 business and professional leaders—key men in their respective fields. They represent both individual and collective buying power. They are alert and prosperous. They are your preferred prospects.

Apropos of the general falling off in advertising lineage and revenue, the July issue of "The Rotarian" shows an increase of 36% over that of July, 1929.



The Rotarian

211 West Wacker Drive
Chicago

HARVEY C. KENDALL,
Business Manager

Member A. B. C.

Pictures That See Their Own Shadows

The Unique Possibilities of Duplicated Objects, Real and in Phantom Form, Through Ingenious Lighting Effects

By W. Livingston Larned

THAT shadows can be more interesting in an illustration than the original from which they are cast is now being evidenced by resourceful advertising photographers, and by artists who scheme out new and unusual methods whereby the same subject is repeated in phantom form.

Oddly enough, the possibilities of this idea have not been approached with any great degree of zest until very recently. Today, the shadow illustration is all the rage, and the variety of applications is a surprise.

There has never been a question as to the surprise element in shadowgraphs. These elusive and dusky duplicates of figures put a touch of magic into a conventional picture. Very often they provide action not otherwise present.

And the production of the shadow illustration is by no means as difficult as you might imagine, despite the unique compositions everywhere visible in modern periodical and newspaper campaigns.

Photography offers the most obvious opportunities, naturally, for the camera cheerfully enters into the spirit of compositions of this character and gives them expression on a single negative. It is a mere matter of background and the placing of lights. If you pose a figure a certain distance from a flat background, delicate in tone, and arrange the incandescents scientifically, a reproduction of that



The Proportions of a Shadow Are Determined by the Position of the Lights and the Model—Large Shadows Such as This One—from a Nurotex Advertisement—Always Attract Attention

figure instantly looms against the back-drop, distorted or perfect as to sharp outline, as the case may be and the specific art requirement.

The proportions of the shadows are determined by both position of lights and of the model. The black silhouette may be very little larger than the figure or it can be made to loom high above it, a giant of a phantom form.

Then again, there are tricks played by the camera and the lights, whereby not one black silhouette alone but overlapping shadows pile up, one on the other, in a quite modernistic manner. The technique of shadow illustrations



The General Cable Corporation Has Obtained a Photographic Illustration Which Makes a Homely Product Attractive by Clever Use of Shadows

has advanced to such an extent, that sameness does not make its appearance. Many of the current campaigns are singularly new and distinctive.

Nor need such shadows be always jet black. The range is as wide as the tempera color box and one unique series has actually approximated "white shadows," by the most dexterous blending of two negatives, one a reverse.

The shadow can be a mere added art thought, to increase the individuality of a picture, or may become a logical part of the story the illustration is supposed to tell. This latter scheme is by far the better of the two.

Just what does the shadow idea add to an illustration to justify its use? Repetition is valuable in any advertising message, which

and give solidity to the object in the foreground. It is possible,



"Who Arrives First at the Directors' Meeting?"—a Hamilton Watch Headline—Was Nicely Illustrated by This Shadow Picture

includes the pictorial. Because of absence of detail in a silhouette, the eyes delight in it as a species of mystery. Have you never studied your own shadow against a wall, when the lamps were accidentally arranged to produce a shadow of yourself?

Then again, since these shadows are almost always black, they tend to act as an unusual and dramatic background for objects and figures, which they cause to leap out of the composition, due to vividness of contrast.

Shadows bring about a singularly interesting comparison of values

moreover, to present two aspects of the object in a single picture. Thus, the foreground photograph of a man may show him looking straight out, while the shadow can be in direct profile.

Shadows are an animating influence, because action seems to be magnified in the larger replica of the original. You can place a still-life subject under bright lights and enlarge upon its shadow, and the latter is inexplicably active because there is no sharp definition of the outline.

It is an error to assume that shadows suggest the gloomy, the sinister, although they may be successfully employed to elaborate this negative idea, as in the current Lucky Strike series with normal

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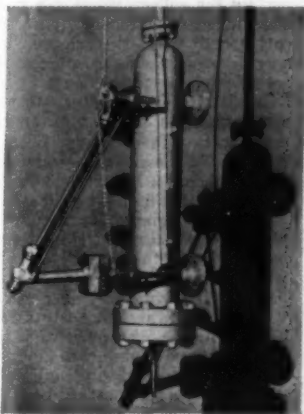
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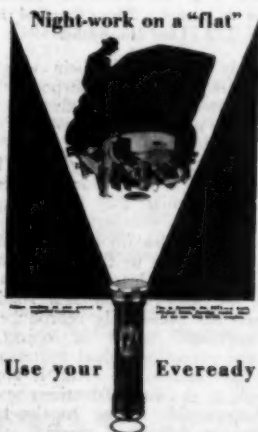
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Although You Cannot See the Two Hospital Visitors "in the Flesh" in This Acoustex Illustration Their Shadows Tell the Story—Even the Expressions on the Faces Are Distinguishable. This Advertiser Is Employing a New Art Technique



The Yarnall-Waring Company Is Making Use of Shadows Quite Extensively in Its Industrial Publication Advertising. The Advertisements in Which Such Pictures as This Appear Stand Out Conspicuously



Shadows Are Especially Appropriate for Illustrations for Flashlight Advertisements as This Effective Picture Proves. It Appeared in a Recent Eveready Advertisement



The Shadows in This Picture Were Purple in the Original and Harmonized with the Attractive Packages, also in Color. They Resulted in a Fine Illustration

people flanked by their weighty, corpulent shadows, purposely exaggerated. Such illustrations are drawn, not photographed.

The "Coming Events Cast Their Shadow Before" thought has long served as a theme for advertisers, who recognize that the saying is familiar to everyone and says a very great deal in a few words.

This brings us to the realization that whether pleasant or unpleasant in the material handled, shadows need not necessarily reproduce the foreground figure or object, if some exceptional dual argument is to be emphasized. And it applies both to drawn illustrations and to photographic work. In the latter field, a retoucher merely splices two prints together to make a complete ensemble, and then paints out all suggestions of the process, that they may not show up in the finished proof.

The happy young housewife shown in detail may throw a

shadow of her changed self, because of too much unnecessary toil at tasks better and more easily done by electricity, and both may be camera made, with absolutely no visible evidence of the trick of patching which has been played.

It is possible to take a detailed photograph in such cases, and, after mounting in place, further suggest the shadow technique with an air-brush tone. Just enough detail remains to clarify the selling idea.

Many novel series of advertising illustrations have been created by having the shadows of figures illustrate an entirely different story from the one expressed by the foreground ac-

tion, although the poses are practically identical.

Here are three examples of it: A boy of eighteen laboriously writing out his college work at a table and an enlarged shadow, posed to correspond with this figure, the only difference being that the hands are clicking the keys of a portable typewriter. The shadow, as you see, suggests a pleasant argument.

A housewife laboring over a washtub, is shown in perfect camera detail and a background reproduction of this figure, bending over, as in the original, but merely to place nicely laundered clothes in a basket from the nearby electric washing machine.

A troubled woman driver at the wheel of her car, obviously afraid because of the intricacies of shifting gears, and a photographic view of her, in shadow form, confidently driving the machine, head in air and lips set in a triumphant smile.

These examples indicate very clearly that the shadow need not suggest gloomy ideas, despite the fact that a tradition to this effect seems to surround shadow illustrations.

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LA NACION



Page Size 42 x 29 cms., or
approximately 11½ x 16¼",
5 columns to a page

Largest General Circulation of Any Magazine in South America

In no other magazine can you reach a South American audience of equal size and purchasing power. The Sunday Magazine section of LA NACION keeps thoroughly abreast of the times. It is modern in contents and appearance. It blankets the well-to-do, luxury-loving element of the entire Argentine republic.

Tell Argentina your story in this beautifully printed, eagerly looked for magazine. It is read every Sunday as soon as distributed, while thousands keep it for reference during the week.

Whether you have a luxury or so-termed necessity product, you'll find the Sunday magazine of LA NACION a medium of unusual efficiency.

Editorial and Gen'l
Offices in U. S.:

W. W. Davies
Correspondent
and Gen'l Rep.
383 Madison Avenue
New York

LA NACION
of Buenos Aires

U. S. Advertising
Representatives:

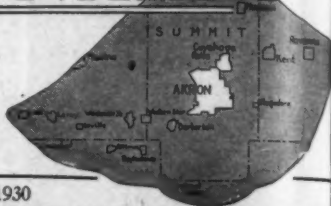
S. S. Kopp & Co.
Inc.
Times Building
New York
Phone: BRyant 8900

Extraordinary Pulling Power—Superior Coverage—Prestige

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by The Times-Press, of Akron, Ohio.



VOL. II, NO. 11

JUNE 26, 1930



Night View of New Times-Press Home

A NEW and modern Times-Press publishing plant now stands at the corner of High and Exchange in the heart of down town Akron—a glowing edifice, lighting the way to the continued growth and prosperity of its community.

Made possible by the increased patronage from

Akron's rapidly growing population, this beautiful new newspaper plant is now producing a better and more influential Times-Press.

Already deeply respected in the hearts and lives of Akron people, The Times-Press with its greatly increased facilities will place its name even higher in the estimation of its readers.

Having a large and rapidly growing circulation, holding the complete confidence and admiration of the community, The Times-Press is an increasingly essential part of every sales campaign designed to sell Akron—a profitable and result-producing medium for every local and national advertiser.

Write The Times-Press, High and Exchange Streets, Akron, O., for copies of the new building souvenir edition and souvenir booklet. These give complete descriptions and illustrations of The Times-Press home.

The Akron Times-Press

A Scripps • Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA



© W & C 1930

Men— on their own account

In recent months several new men have come to Williams & Cunnyingham.

It has been said to us—"You must have several new accounts through your new men."

Answer "No; none."

These new men are good men. That's why they're here. They are contributing to and bettering the service this agency is giving its clients.

We are making no overtures to advertisers whom these men served in their previous connections. We don't operate that way.

There is a gossip current on the sidewalks that 1930 will see much shifting of advertising agency connections.

That is bad propaganda.

There may be some changes that are logical—the usual quota. Unfortunately, there may be some changes that are unjustified.

Let your psychology be that of *Not Changing Agencies*; rather than *Changing*.

We repeat that there are many good agencies; serving clients intelligently.

And we are one of them.

Williams & Cunnyingham
Advertising

6 N. Michigan Avenue • Chicago

PHILADELPHIA • TORONTO • ROCKFORD

shadow it is easily possible to illustrate the thought of increased power, service, happiness, efficiency, as in the illustration of a storage battery, the shadow of which loomed mountain-high, in the background, high above a miniature automobile. Reserve energy and power were thus visualized along exceptionally effective lines.

And in a series of industrial journal layouts, miniature workers, quite small in the foreground, threw shadows ten times their size against the dim and uncertain backdrop of factory buildings. The intent of the campaign was to show that the capacity of men could be vastly augmented through the use of a certain appliance.

And there was the singularly interesting composition with its shrewdly posed faucet and running water, and a Niagara of water to the rear, running up into the page at least seven inches, so cleverly composed that the contour of faucet and water matched the outline of Niagara's mighty torrent. This was handled photographically, by the way, retouching of the most expert character blending the two negatives together without any evidence of it.

Some of the more recent illustrations, camera made, eliminate the figures from which the shadows fall and permit the shadows alone to tell the story, which they do in an exceedingly attractive and original manner, constituting what might be termed a new art technique.

So painstakingly have these pictures been made that, in an arrangement of two figures dining at a restaurant table, the china and flowers in a vase and strands of hair of the girl come out sharply against their mottled gray background.

This technique is not to be confused with the plan of lighting the models to produce black silhouettes. The actual shadows are photographed and the figures entirely eliminated. In order to produce such effects, batteries of electric lights are required and special studio equipment. It is not altogether easy to do.

Another plan is to present in shadow form some of the figures

in a more elaborate layout. In the series of pages for Acoustex, a sound-proof material for use in hospitals and sick-rooms, the realism of the detailed photograph is mingled with the utter simplicity of black shadow silhouettes. And what a marvelous combination it is!

A nurse, in her dainty white costume, stands at the door of a ward, smiling out to visitors who have called. You do not see these people, a man and a woman, however, "in the flesh," as it were. Their shadows are falling across a dead-white wall. Yet the expressions of their faces are distinguishable, and no absence of detail is experienced. Here again is a new art technique, it must be admitted, illustrative of the wide choice of processes which are possible when shadows play an active part in the campaign.

Taking everything into consideration, shadow effects are best when they are flat, poster-style silhouettes, minus any suggestion of detail. They are simpler and do not confuse with the chief figure or object.

Where a shadow attempts to include detail, the camera has its limitations and two prints are demanded, one of which is blown-over with an air-brush spray of semi-transparent black, until the original is cut down to more than half its initial character.

New Account to Olmsted-Hewitt Agency

The Simplex Heat Regulator, Inc., Minneapolis, Minn., temperature control devices, has appointed Olmsted-Hewitt, Inc., advertising agency of that city, to direct its advertising account.

D. W. Coutlee Leaves Plough, Inc.

Douglas Wakefield Coutlee, for the last three years advertising manager of Plough, Inc., Memphis, Tenn., Plough's beauty preparations, has resigned that position and is returning to New York.

Suspender Account to Ingalls-Advertising

The President Suspender Company, Shirley, Mass., has appointed Ingalls-Advertising, Boston advertising agency, to direct its advertising account.

Franklin Memorial Fund Campaign Goes Over the Top

Advertising played a big part in the ten-day drive in Philadelphia for raising funds for the Benjamin Franklin Memorial to be erected in that city. Full pages every day in newspapers and outdoor, radio and theater program advertising aided in raising over \$5,000,000 for the project. A "Victory Luncheon" held on the final day of the drive was spontaneously turned into a birthday party for Cyrus H. K. Curtis, president of the Benjamin Franklin Memorial Inc. It was his eightieth birthday.

Plans for the memorial were sponsored by the Poor Richard Club in association with the Franklin Institute, the idea first being advanced by Morton Gibbons Neff in 1927, when he was president of the Poor Richard Club. A large and representative committee of business and social interests participated in the campaign for funds, advertising and its allied interests being well represented.

Ground was broken for the building of the memorial at a ceremony which followed the luncheon. Construction of the building will begin this summer. The memorial will be a museum of the practical sciences.

R. E. Chumasero, Jr., Advanced by Maillard

R. E. Chumasero, Jr., sales manager of Henry Maillard, Inc., Long Island City, N. Y., manufacturer of chocolate and confectionery, has been elected vice-president and director of that company. He will continue to direct sales and publicity.

W. E. Forbes with Hanff-Metzger

William E. Forbes has joined the copy staff of the Hanff-Metzger Company, Ltd., Los Angeles. He was formerly with Young & McCallister, advertising agency of that city, as a copy writer and account executive.

Appoints Ingalls-Advertising

The Poole Silver Company, Taunton, Mass., has appointed Ingalls-Advertising, Boston advertising agency, to direct its advertising account.

Bank Elects A. E. Crocco

Anthony E. Crocco, publisher of *Corriere d'America*, has been elected to the board of the Bank di Napoli Trust Company, New York.

Joins Brinckerhoff

Roy Berberick has joined the staff of Brinckerhoff, Inc., Chicago advertising agency.

G. H. Phelps Appointed by French Government

George Harrison Phelps, head of the Detroit advertising agency which bears his name, has been retained as public relations counsel for the French Colonial Exposition to be held in Paris this year.

The announcement was made in Paris by Marshall Lyautey, Governor-general of Morocco and High Commissioner of the exposition, which will include exhibits of all kinds from French possessions and dependencies.

Mr. Phelps is in Europe studying wage conditions as a special commissioner of the U. S. Department of Labor. Shortly after his arrival in Paris he was decorated a Knight of the Legion of Honor.

Quite a Combination

FRANKLIN SWEATER MILLS

PHILADELPHIA, June 13, 1930.

Editor of PRINTERS' INK:

I wish to thank you for your prompt and kind attention to my request for information.

The more contact that I have with PRINTERS' INK, and PRINTERS' INK MONTHLY, the more I am inclined to think that your organization is typically and gloriously American—a combination of Western Union—a combination of Houdini, and a few of the geni.

Again I thank and compliment your organization. A. F. CROWLEY.

R. S. Patten to Direct Turner Brass Advertising

R. S. Patten, formerly general sales manager of the Hero Furniture Company, Sycamore, Ill., and of the Standard Foundry & Furnace Company, De Kalb, Ill., has been appointed general sales and advertising manager of The Turner Brass Works, Sycamore.

Pittsburgh Valve to Krichbaum-Liggett

The Pittsburgh Valve and Fittings Company, Barberton, Ohio, has appointed The Krichbaum-Liggett Company, Cleveland advertising agency, to direct its advertising account.

Appoints McCready-Parks

Leo Elwyn & Company, New York, antiques, have appointed McCready-Parks, advertising agency of that city, to direct their advertising account. Business papers and magazines will be used.

Joins Boehme & Blinkman

Leonard Kraft, formerly with the Ric-Wil Company, Cleveland, and, prior to that, with The Sweeney & James Company, advertising agency of that city, has joined Boehme & Blinkman, also a Cleveland advertising agency, as assistant production manager.

CENSUS Reports POPULATION of SEATTLE Metropolitan Area

468,031* (17.1% Gain) over 1920

*U. S. Census Preliminary Report

SEATTLE has been doing things since 1920! During the decade in which her population has grown to 362,426 within the corporate city limits (14.8% gain) . . . to 410,210 in city and immediate suburbs (18.9% gain) . . . and to 468,031 in the officially designated Metropolitan area . . .

- Seattle's bank deposits have increased 29.2 per cent.
- Seattle's bank transactions have increased 70 per cent.
- Seattle has built 281 office buildings, costing \$21,049,680.
- Seattle has built 21 new hotels, costing \$7,727,000.
- Seattle has built 819 new apartment houses, costing \$44,892,050.
- Seattle has built 24,274 new residences, costing \$78,847,695.
- Seattle has built 61 new school buildings, costing \$10,377,900.

Interesting to advertisers is the fact that in 1930, as in 1920, THE SEATTLE TIMES (largest newspaper circulation in Seattle and the A. B. C. trading area) continues to lead its field in volume of National, Local and Classified advertising . . . carrying alone a greater total linage than the Seattle Hearst and Scripps newspapers combined.

THE SEATTLE DAILY TIMES

O'Mara & Ormsbee, Inc., National Representative
New York . . Chicago . . Detroit . . San Francisco . . Los Angeles .

Who Was Harriet Curtis?

CLEVELAND, OHIO

Editor of PRINTERS' INK:

As a matter of record and information, I wonder whether you can tell me the name of the first house-organ or house magazine published in the United States, and whether it was a publication issued by its publishers to customers, for the purpose of impressing them, or whether it was a distinctly internal company magazine designed to promote better *esprit de corps* among the employees and bind them more closely together?

Any information which you can furnish me in this connection will be very much appreciated.

JOHN W. MILFORD.

"**POOR RICHARD'S ALMANAC**," house organ for the print shop of Benjamin Franklin, preceded the birth of the United States.

Of the two earliest house organs recorded, one was for inside the plant, the other for prospects and customers.

A girl named Harriet Curtis, worker in a Massachusetts cotton mill, organized in 1839 a society for mutual help, "to improve the talents God has given us." At meetings essays of members were read and discussed. Someone suggested that the essays and papers be put in magazine form and distributed to employees of mills "to increase their interest in each other and in their work." The Waverly Press, giving this the credit of being the first house organ, says its success was "instant." The date of the first issue is fixed as October, 1840.

Robert E. Ramsay in his book, "Effective House Organs," gives credit to "The Mechanic," started in 1847 by H. B. Smith Machine Company of Smithville, N. J., as being the "oldest house organ now being published." Mr. Smith, maker of woodworking machinery, started his house organ the same year he started his plant. It has been published recently but not regularly. Mr. Ramsay says: "Of house organs regularly issued today, the honor of being oldest is a toss-up between 'The New Idea' issued by Frederick Stearns &

Company of Detroit, and the 'Fall River Line Journal,' published by the New England Navigation Company of New York, both of which were started about 1878."

Mr. Milford's question whether the first was an outside or inside job seems to be answered by hustling Harriet Curtis, mill worker of before the Civil War.—[Ed. PRINTERS' INK.]

Inaugurates Anti-Mother's Day Copy

The tendency to allot special days and special weeks to cover everything from fathers to fire-prevention and from apples to zithers, has progressed so that now there is hardly a day left to be called merely by its original chronological title of Monday or whatever. It is therefore interesting to note what appears to be a movement to free the days and weeks from specialization.

A newspaper advertisement for the Hotel Westover, New York, recently appeared with the caption, "Give Mother the Other 364/365ths." The copy went on to say, "The man who set May 11 aside for mother actually set mother aside! Preposterous to think of mother 1/365th of the year!"

Form Suntex Chemical Company

The Suntex Chemical Company has been formed with headquarters at 620 South Delaware Avenue, Philadelphia. The product of the new company is Suntex bleach. I. M. Clough, formerly Eastern manager and a director of the Clorox Chemical Company, Oakland, Calif., is president of the new company and H. L. Woodward, formerly assistant Eastern manager of the Clorox company, is secretary and treasurer. F. A. Dougherty is vice-president.

To Direct Seaman Paper Eastern Sales

William Pringle, formerly in charge of the Philadelphia division of the Seaman Paper Company, has been transferred to the New York office as assistant to E. C. Woodruff, president, in charge of sales for the Eastern division.

Now with "Southwest Builder and Contractor"

E. A. Sylvester, formerly advertising manager of the *Constructor*, Los Angeles edition, is now on the advertising staff of the *Southwest Builder and Contractor*, Los Angeles.

Joins Seattle Agency

Robert Moore, formerly with the *Seattle Times*, has joined Howard R. Smith, advertising agency of that city.

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here IS Concen- tration

Practically every home in Richmond and suburbs reads the Richmond News Leader every afternoon.

A city with a newspaper that reaches nearly 50,000 homes is a most desirable market and merits the effort of any advertiser.

Many of the smartest buyers of space concentrate their appropriations in the Richmond News Leader, which does a thorough job of selling the Richmond market and gives you greater sales volume at lower cost.

Represented Nationally by:
DAN A. CARROLL, 110 E.
42nd St., New York;
SAWYER-FERGUSON, Palm-
olive Bldg., Chicago.

The RICHMOND NEWS LEADER
VIRGINIA'S GREATEST NEWSPAPER

The Pariah became a



Seven years ago Cincinnati was an outcast among cities, pointed to with scorn, an example of what not to be.

Today . . . students in political economy travel to it from all parts of the country to study its government, to analyze why and how it has become the best governed large city in the United States.

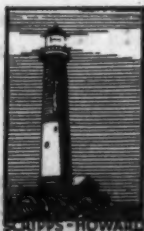
That change . . . miracle that it may be called . . . is the work of The Cincinnati Post, read by 61% of the Cincinnati Market.

While other newspapers were indifferent or actively hostile, The Cincinnati Post supplied the leadership to that group of courageous Cincinnatians who felt that Cincinnati needed a new deal in government.

Post Circulation—

1. City and Suburban.....143,448
2. In the O.K. Market.....162,222
(Cincinnati Trading Area)
3. Total Circulation.....197,021

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
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and of MEDIA RECORDS, INC.



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A group of Cincinnati's finest homes. Two out of the three shown here read The Cincinnati Post

Today, The Cincinnati Post is still the champion of good government. In its features and its editorial columns, in the manner in which the news is presented, it still appeals to the active, prosperous, up-to-the-minute Cincinnati.

It is this individual who wants the new car, the new radio, who likes to try the new foods, who demands Paris or Bond Street style, who is looking for the modern merchandise you make and sell and advertise. More, he has the means to make those wants realities.

With The Cincinnati Post alone you can reach 61 per cent of the families in the Billion Dollar Cincinnati Market.

Cincinnati Post

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS • 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

HOW'S BUSINESS GOING TO BE NEXT MONTH?

An interesting graph forecasting the probable course of business during July in eight of the principal fields that we serve, and based upon information received by our editors, will be mailed to you upon request.

Address News Forecast Service, care Mr. Rodney Derby

UNITED BUSINESS PUBLISHERS
INCORPORATED

239 W. 39th St. New York

U. B. P. PUBLICATIONS
Broadly Cover the Following Fields

METAL TRADES

The Iron Age

HARDWARE TRADE

Hardware Age
Hardware Age Catalog
Hardware Age Verified
List

TEXTILE

Dry Goods Economist
Economist Buyers
Directory
Nugents
Nugent's Directory
National Dry Goods
Reporter Wholesale
Chicago Where To Buy
Book

SHOES & HOSIERY

Boot and Shoe Recorder
Hosiery Age

JEWELRY & OPTICAL

The Jewelers' Circular
The Optical Journal
The Jewelers' Circular
Buyers' Directory

LUMBER

National Lumberman

AUTOMOTIVE

Automotive Industries
Automobile Trade
Journal and Motor
Age
Motor World Wholesale
The Commercial Car
Journal and Oper-
ation & Maintenance
Automotive Industrial
Red Book
Chilton Automotive
Multi-Guide
Chilton Aero Directory
and Catalog

OIL

Oil Field Engineering
Chilton Petroleum Hand
Book

TOYS

Toy World

PLUMBING & HEATING

Sanitary and Heating
Age

WAREHOUSING

Distribution and
Warehousing

INSURANCE

The Spectator



The "Allowance" Racket

A Travesty on the Trade-In

By Powell Cassidy

AMERICAN shoppers are becoming a nation of "trade-in" victims. They trade in their ice box, their radio, their watch and their living-room suite, their stove and their typewriter, their diamonds and their sewing machine.

They don't shop for the best values. The biggest allowance hooks them.

The system will be carried still further. Hats, for instance.

On a warm day in early May you will decide that the old lid looks pretty terrible and that maybe you ought to get a new one, now that straw hats are the thing. The wife has been riding you about it and a couple of the boys at the office have made some nasty cracks. It might have set you back \$10 last fall, but that was last fall.

So you wander into a store whose windows bulge with straw hats.

"Something I can show you in underwear?" asks the clerk, bowing you in.

"No. Hats."

"Straw hats?"

"Yes, straw hats."

"What model do you prefer?"

"I had a sailor last year. I liked it."

"Oh, pshaw, you wouldn't think of wearing a sailor *this* year. It would immediately class you as . . . Well, as *that* way."

"What would you suggest?" you ask politely.

"A Panama by all means."

He slides back a door and brings forth a stack of Panamas. "Now, sir, here is a splendid model, a splendid model. Lots of pep, holds the head firmly and it has the new semi-elliptic band which the better hat manufacturers are adopting this year."

"How much?"

"Very reasonable for a hat that gives the performance you'll receive from the True-shape hat. We are introducing a new feature in this model which will permit

you to wear it all summer without renovation."

"How much?"

"Twenty-five dollars delivered, with spare band at slight extra cost."

"A box, too?"

"Most certainly. A box just like you'll find with the most expensive models. It's one of the features this year with the True-shape."

You intended paying only \$10. You apologize to the clerk.

"But, sir, just see how the True-shape fits. Get the feel of it, the dash and zip of the brim, the luxury of the material. Twenty-five dollars for a model like this is nothing, absolutely nothing."

You weaken to the point where you admit it is a good bit better than you are accustomed to wearing and that you often had felt the desire to own a more expensive hat. You disregard the extra cost and decide the hat is worth it to your social position.

"I have a felt now," you say hopefully to the clerk. "How much will you allow me on it?"

He picks it up and looks it over. He is just slightly sneering if you look closely.

"What year is it?" he asks.

"Late winter, 1929."

"I'm afraid you are mistaken, sir. The late winter model has a different line to the brim. This is a fall, 1929, model. In fact, very early fall. It's a model that isn't moving very well on the used hat market."

"How much?"

"I'm afraid I can't give you an appraisal offhand," he replies, shaking his head. "In the first place, whatever I offered would have to be approved by our used hat manager. I noticed in his monthly report that he is overstocked on this model, but I am certain he will give you a favorable allowance."

"Now, for instance, look at the band. It is plain that it has been dropped in the mud. The band is past repair. It would have to be replaced. That would be 60 cents plus labor. You have apparently been to many baseball games wearing this hat, for I see unmistakable marks of crushing and twisting. It would . . ."

"I bought it after the baseball season."

"Only a guess on my part," the clerk replies. He says this with just a touch of disdain and you immediately feel that you made a mistake.

"Can't you make an estimate?" you persist. "About what would you allow on it?"

"I can make only a wild guess. Offhand I would say about 83 cents."

"I couldn't let it go for that. The Featherweight people offered me 96 cents."

"They can afford to offer you more," the clerk replies. "I don't usually knock competitors to make a sale, but so long as you brought up the subject, I will tell you why they can make larger allowances. All through the Featherweight line their prices are from \$1 to \$4 higher than the True-shape line. We operate on a low profit, quick turnover basis, to bring our hats down to the lowest prices in the market. That's how they can offer you more for a model that is obviously a drug on the market."

"I have a friend," you tell the clerk, "who wore a Featherweight for six months without a dime in repairs. He says it's the greatest hat ever made."

You feel that surely this remark will boost the measly allowance of 83 cents.

"I don't doubt the worth of the Featherweight line," says the clerk. "I thought enough of it to sell it for five years. But I learned the superiority of the True-shape line and left the Featherweight people to come here."

"Well, I might talk business if you can allow me 89 cents."

"Here comes our used hat manager now."

The clerk hails a paunchy gentleman who has just come in the

back door. "Oh, Mr. Smith, I wish you would look over this old Verifine model and make an appraisal."

Mr. Smith picks it up as if it were a dead cat. He turns it over numerous times, using just the tips of his fingers, which he wipes on a handkerchief after laying the hat back on the counter.

"The model has had a lot of hard use," he says. "It would take a lot of repairs to put it into salable condition. Its chassis is out of shape and it needs a new binding, but I think I have a customer who would give about 88 cents for it." He looks up very suddenly as if he has just made a great decision. "I'll allow you 88 cents. It's just exchanging dollars at that."

By this time you have become exhausted. So you hand the clerk \$24.12 and walk out with a shiny, new hat.

Later that evening you begin to wonder whether it is true that the Featherweight line is overpriced, or was that just a sales point.

Raymond Levy Heads National Vitaprint

Raymond Levy, formerly an account and sales promotion executive with Rudolph Mosse, Inc., New York advertising agency, has been elected president of the National Vitaprint Corporation, Chicago, Vitaprint and Vitacraft processes. Miss L. J. Alles, formerly secretary and office manager of the Rudolph Mosse agency and, prior to that, in the same capacity for eight years with the Millsco Agency, Inc., New York, has been appointed secretary and treasurer.

The Vitaprint company has opened a New York office at 295 Madison Avenue.

Appoints B. E. Vaughan

Burton E. Vaughan, who conducts an advertising agency business at Little Rock, Ark., has been appointed a director of the Union Savings Building and Loan Association, of that city.

Joins Claude-Neon-Macey Sign Company

A. L. Betson, formerly with the Toronto Globe, has joined the Claude-Neon-Macey Sign Company, Ltd., Toronto.

Joins Toronto "Globe"

Cyril L. Capreol has joined the advertising staff of the Toronto, Ont., Globe.

Wasted Calls

OUT in Portland, Oregon, there is a Chevrolet distributor who goes under the name The Grout-Chevrolet Co. Recently, this organization decided that since the entire automotive industry appeared to need revamping, it might be a good idea to start doing a little scenery shifting right at home.

The selling organization was made over, accordingly, from top to bottom. Formerly, all salesmen did both inside and outside work. They all operated under a general manager. This was changed. It was found that only 18 per cent of total sales were made on the floor. Therefore, only a small force was kept in the showroom.

The remainder were sent out and, to put it bluntly, were told to stay out. They were divided into groups of eight field men, each group having a captain, and all groups being under the supervision of a field sales manager. Then intensive selling methods were worked out.

The results are significant. Under the old procedure, 1,298 calls produced fourteen sales. Under the new, 760 calls produced fifty-three sales.

Wasted calls—what a price industry has to pay for them! This is supposed to be the day of modern selling. Too often modern selling has been interpreted to mean strong-arm selling. A better term would seem to be needed. We nominate "selective selling." What it means is fewer and better calls.

Larger Campaign for Deer Island

The Board of Trade for Deer Island, New Brunswick, has arranged to appropriate a larger sum for financing advertising activities on behalf of Deer Island as a summer resort. Plans call for the use of magazine and direct mail advertising.

W. T. Duggan with Aluminum Building Products

William T. Duggan, formerly sales manager of the Cleveland Builders Supply Company, has been appointed general manager of the Aluminum Building Products Company, Cleveland.

Finds There Is a Lot in a Name That Names

LILY-TULIP CUP CORPORATION
NEW YORK

Editor of PRINTERS' INK:

Your article in the June 5 issue of *PRINTERS' INK* entitled, "Let's Have Executive Titles That Mean Something," was particularly interesting, since we have just gone through the various stages in the development of a name for a new department. We believe the final title really describes the functions of the department.

During the last half of 1929, the Lily-Tulip Cup Corporation was in the throes of a change in its distribution system. Apparently our future lay in the development of our jobbing business in turn supplied by distributors located at distributing points. To make this plan active, it was necessary to develop our jobbers to the point where they would be supplying our entire line in a limited or retail shopping area. The distributors, glorified jobbers, supplying all of the jobbers within the larger trading area, needed developing also. In brief, the purpose of the department was to develop jobbing business by using every known method.

To go back to the development of a name for the department to take over the development of this new plan, our first attempt landed us a short way up the stairs, and for a week the department was known as the Jobbing Sales Division.

This didn't sound so good, and was not exactly descriptive of the functions. The next stage in the evolution of a name was a week's trial as the Sales Development Division. This did not seem to mean much, either, so it was discarded. When the smoke of the final christening had blown away, the new division greeted the dawn as the Jobber Development Division. The title has clung ever since.

F. L. RAMSDELL, JR.,
Manager, Jobber Development Division.

Chicago Coal Merchants Start Campaign

An advertising campaign calling attention to the advantages of coal has been undertaken by the Chicago Coal Merchants Association with a view to directly increasing sales and building good-will for the member firms and their products. An extensive campaign in the Chicago daily newspapers will feature informative stories of the convenience, efficiency, economy and cleanliness of coal, with the slogan "Coal heat costs less." A daily radio broadcast and direct-mail advertising will also be used.

The Charles Daniel Frey Company, advertising agency of that city, has been appointed to direct the campaign.

Joins Inter-Racial Press

Russell A. Bowen, previously with the *Magazine of Wall Street*, New York, has joined the Inter-Racial Press of America, Inc., as assistant to the president.

Absent Guests at the Sales Convention

INVITING the wives of salesmen to attend a sales convention, while it might prove strategic so far as good-will is concerned, would probably net little in feminine attendance. Wifely duties seldom allow for attendance at three-day sales conventions. Yet salesmen's wives are an important factor in the success of a sales campaign.

The Graton & Knight Company, Worcester, Mass., tanner and maker of belts and leather products, in its sales convention this year acknowledged the importance of "the woman behind the salesman." The fact that the company this year held its first sales convention in ten years may in part explain why it was untrammelled by precedent and could inaugurate so unusual an idea.

The Graton & Knight annual salesmen's convention was held May 19 to 21. The usual custom of presenting a souvenir to each salesman attending the convention banquet was done away with. Instead, a souvenir, consisting of a pewter sugar and creamer set, was sent to the wife of each salesman present. At the same time each wife received a letter from the company, signed by C. O. Drayton, general sales manager.

"With the hearty approval of every member of our sales organization," the letter read in part, "we have thrown custom to the winds and instead of giving those present a souvenir, we have sent one to each of our 'absent guests' at home."

The letter went on to explain that the sugar and creamer set was on its way to the recipient and, in closing, requested that each "absent guest" actually join the banquet by wiring collect a short message which might be read at the banquet.

The results of the gifts and letters sent out were very satisfactory. More than forty wires were received in answer to the letters. The entire idea was kept a secret

from the salesmen present until the night of the banquet when it was explained and the letters read to them. The sugar and creamer set, in a suitable container, was shown to the men for their inspection. The telegrams were then read and were greeted with applause and laughter. Coming as they did from surprised and delighted stay-at-homes they offered genuine entertainment with certainly a novel twist.

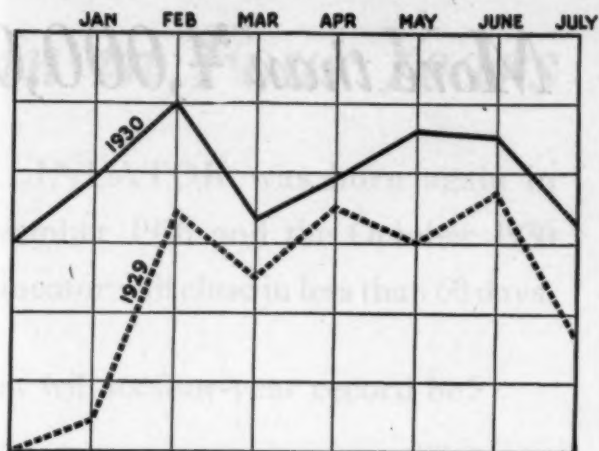
Every Graton & Knight Salesman Is Married

The "absent guest" souvenir idea, of course, took into consideration only the married members of the sales organization. But for this very reason it was particularly well adapted to the Graton & Knight organization. For, as the company explains, "All of our salesmen in the United States are married." Had such not been the case it might have been far beyond the powers of any program committee to decide just who the rightful recipient of the souvenirs might be in the case of bachelor salesmen.

But, in this particular case, the results were quite satisfactory. The wives were brought into touch with their husband's work. Certainly no woman would object to her husband's three-day attendance at a sales convention at which she herself was to be made so pleasantly an "absent guest." And surely, also, she would feel herself an important part of the Graton & Knight sales organization and, in appreciation of the company's thoughtfulness, would do all in her power to encourage her "man at the front" to a greater sales effort than ever before.

Death of H. R. Clissold

Henry R. Clissold, founder and publisher of the *Bakers' Helper*, Chicago, died at his home at Morgan Park, Ill. He was eighty-eight years old. He had retired from active business in 1919 but had remained editor emeritus of the *Bakers' Helper*. His son, Edward T. Clissold, is editor of the publication.



Lineage Increase Every Month

There are just two good reasons:

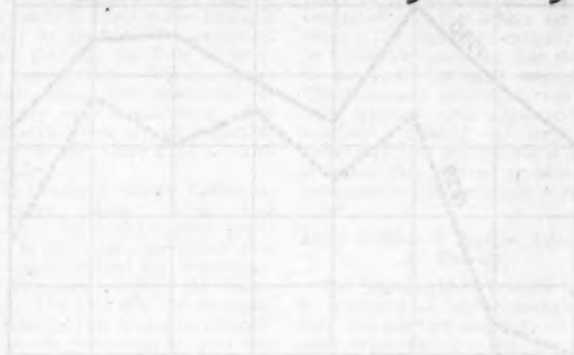
1. The bank market is active and important in 1930.
2. The Burroughs Clearing House reaches more bank executives at a much lower rate per thousand.

Ask for Information

The Burroughs Clearing House

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT

More than \$4,000,000



Lineage Increase Every Month

There are just two good reasons why the paper market is active and profitable in 1930.

1. The increasing circulation of the paper.

2. The increasing value of the paper.

DELIN

Present Guarantee A. B. C. Net Paid of 2,300 w Gu

00 Gain in Four Years

DELINEATOR was born again in November 1926 and the October 1930 Delineator will close in less than 60 days.

What will its four-year record be?

It will be *first* in circulation gain among women's magazines.

It will be *first* in gain in advertising revenue.

It has also gained in the three and one-half years through June 1930, more in space than four other women's magazines combined.

It will gain more than \$4,000,000 in gross advertising revenue during 1927, 1928, 1929 and 1930.

NE A T O R

f 2,300 w Guarantee with April 1931 of 2,600,000



You Can't Miss
 When You Use The
DAYTON DAILY NEWS
 EXCLUSIVELY IN
OHIO'S TEST MARKET
THE
DAYTON DAILY
NEWS

All Linage Measured by Media Records, Inc.

Member
 The
 News League
 of Ohio

REPRESENTED BY
 I. A. KLEIN, INC.
 NEW YORK
 CHICAGO
 ST. LOUIS
 KANSAS CITY

Member
 100,000 Group
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 American Cities

HUGHLETT HOLLYDAY, JR., National Advertising Manager

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Wanted—Business Ideas

Where Are They Found, and How?—Experience Indicates That They Come from a Union of Alertness and Common Sense

By Arthur H. Little

IDEAS! They've been called the spark plugs of business. Also, they've been called the fuel, the motor itself and—to switch the metaphor—the life-blood.

A business idea is an invention. Always, it is conceived in the imagination.

Yet the process of inventing an idea is, generally speaking, neither as arduous nor as mysterious as the less imaginative among us would believe. Seldom does the idea pop into existence as suddenly as if it were born in an explosion. Seldom, on the other hand, is it the product of an order of medicine-making, of commercial crystal-gazing, that is beyond the reach of most men's talents. Rather, as we shall see in a sort of panorama of instances, business ideas nearly always owe their lives to the workings of two rather commonplace human qualities—*alertness and common sense.*

A business idea may consist of the finding of new markets for a factory's regular line of products, or of expanding the old markets, or of devising new products that, when added to the line and sold to a market already discovered and charted, will take up the production slack.

For example, such tools as files and hack-saws and Stillson wrenches used to be sold exclusively to mechanics and plumbers. Today, files and hack-saws are advertised in consumer publications and sold to householders; and, packed in a special container, the Stillson wrench has become a Christmas present.

Specialized, also, were the markets for paints and varnishes; for the products were advertised almost exclusively to painters, paint dealers and hardware dealers. Today, the manufacturers have expanded their market by advertising to consumers; and a paint brush is becoming as common in well-

equipped households as are files and hack-saws and pipe wrenches.

The task of devising new products for existing markets is one that seems to lie, logically, within the range and the resources of concerns that are fairly big. Thus, the Remington Arms Company has gone into the juvenile market with a jack-knife that is a self-contained tool chest—the Remington Official Scout. But the idea is as readily accessible, so it seems, to concerns that are fairly small.

Thus, the Pilliod Cabinet Company, of Swanton, Ohio, which makes products ordinarily sold to adults, has recognized that there is another market to absorb the products of a wood-working plant—the same juveniles to whom Remington advertises its versatile knife. Furthermore, the Pilliod company suspects that this younger generation of consumers is air-minded. Hence the appearance, in consumer advertising to boys, of the "Air-o-bian," typified as the "fighting kite." Manipulated through control strings in the hands of its proprietor, the Air-o-bian will loop-the-loop, dive, climb, tail-spin and execute a figure 8. At this distance, it seems to be a product that may be advertised thus: "Buy one for your son, and then take it away from him and fly it yourself."

Ideas? "Generally speaking," said a man whose vocation is sales counsel, "they start with the merchandise. Certainly, at this particular period in business, they ought to start there. Of course, there's room for ideas in distribution and in advertising; but the best idea-source that I know of is the merchandise itself. A study of the merchandise's possibilities, coupled with a study of the tastes and inclinations and opinions of the public, cannot fail to produce, not merely one idea, but several ideas. Just to cite one example,

there's the plan of grading, of separating the merchandise into classifications, and offering each classification, on its own individual merits and perhaps at its own price, to the public's differing desires."

Along this line, consider pineapples. Guided by Jim Dole, the Hawaiian pineapple has entered the company of big business. But not overnight. Nor did Jim Dole evolve between two days the idea of offering pineapple in three grades and dedicating each of those grades to a distinct culinary use.

Not all the product of a pineapple canning plant consists of the nicely-rounded, full-sized slices with holes in their middles like the holes in Life Savers. Some of the product emerges, perforce, in small pieces. Waste? No. The Hawaiian Pineapple Company advertises to housewives:

Now you can choose just the grade of pineapple best suited for each salad, each dish, each dessert. Grade 1—Sliced—slices that are the pick of the pack. . . . Crushed—the same fine pineapple in crushed form. . . . Tidbits (salad cuts)—Grade 1 slices cut into small, uniform sections. . . . Grade 2 also comes sliced, crushed and in tidbits, less evenly cut, less uniform in color. Grade 2 is less expensive than Grade 1, though still a fine, delicious product. Grade 3—Broken slices in the same syrup as used in Grade 2. Grade 3 costs the least, because broken in form, but the fruit itself is of good, wholesome quality.

The same idea of differentiating the product for different classes of consumers—but not grading the product as to price—is applied by the Iodent Chemical Company, with its two kinds of tooth paste—No. 1 for teeth easy to whiten, and No. 2 for teeth hard to whiten.

Six years ago, a writer in **PRINTERS' INK** called attention to the "sharp tendency to break away from tradition." In 1924, also, another observer wrote in these columns: "Sellers note a distinct demand for durability, value, economy, rather than the transitory features such as seasonal style. Where once the public hailed with delight the announcement of a new automobile model, entirely different from last year's, it is now an ac-

ceptable sales argument to point out that the car about to be purchased will prove to be practically the same as the models to be produced by the same concern during the next few years."

Yet style—as the apparel makers will assure us most emphatically—is still a problem and a sales stimulant in 1930. To how great an extent its influence has been diminished in the automotive field is something of a question. But "the sharp tendency to break away from tradition" that was manifesting itself back in 1924 has given rise to many an idea that has renewed the youth of many an enterprise. Of today, as of 1924, it may be said that "sellers note a distinct demand for durability, value, economy." To which, as of today, it might be added that the public likes utility. Manufacturers in many lines are stressing utility as a sales appeal.

Thus, for example, Jantzen's idea of advertising "the suit that changed bathing to swimming." In bathing suits, style still suggests creations that, in the water, would seem to be about as utilitarian as an opera cloak would be in the same medium.

But millions of Americans have gone aquatic. To these, Jantzen advertises that a person "swims better in a Jantzen," that, "fitting so perfectly, so snugly, and yet so comfortably, it responds to every movement of your body." And besides, for those who still are concerned with appearance: "Smart-looking always—snappy colors that stay fresh and bright—trim, lithe style lines—lustrous wool."

There is an idea—and an opportunity—in replacement sales. Thompson Products, Inc., is a concern that makes automobile valves—heat-resistant valves that sell for a price above the average. For several years the valves had been known to automobile manufacturers. In 1928, the company applied the idea of selling its valves to garages and repair shops, and advertising to that trade: "Sell more—grind less." The idea was to point out the advantage, to the shop proprietor, of selling high-grade parts at a good profit, rather

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than selling valve-grinding labor at a fixed scale.

There are ideas in abundance in packages—new designs that will render the product more attractive, display it better, keep it better. Shirts in individual containers, with the package so designed that the quality of the garment may be examined without removing the shirt from the box—catsup and dressings in bottles of modernistic design, bottles that, besides presenting an attractive appearance, facilitate the removal of their contents—these are ideas that have been applied in many industries within the past two years.

Rather often, an idea consists of recognizing a trend, of observing the direction in which the pack is moving—and then charting a different course. Thus, while almost every other manufacturer of cigarettes seems to seek a new and "different" appeal, Chesterfield advertises, simply: "In a Cigarette—It's Taste."

There are ideas—and opportunities for still more ideas—in dramatization. To prove the general, all-around durability and stamina of its all-steel refrigerator, General Electric presents an illustration of one of its products being deluged in water, and advertises: "Sealed in Steel. So trouble-proof that, even drowned in water, it still runs on."

In consumer publications, Texaco dramatizes its contributions to industry, saying for instance, in type and in "action" illustration, "Texaco helps mine 64 per cent of the Nation's copper." In consumer publications, also, The American Telephone and Telegraph Company presents dramatic statistics: "Sixty-five million calls a day—each one made to order." The National Lead Company presents the pictures of an octet of be-brushed and be-laddered painters to illustrate the idea that "8 painters in every 10 use Dutch Boy White Lead."

There is an idea in advertising to more than one group of prospects simultaneously, and by the very grouping, strengthening the appeal. Thus Ethyl's advertising

in consumer publications that Ethyl gasoline can be used advantageously by automobile dealers in demonstrating new and used cars. To the automobile dealer, the advertising carries the message that here is a product that will help him sell. To the car owner it carries the implication—and the impression is strengthened by the owner's feeling that he is peeping into a trade secret—that any product that lends itself to the demonstration of a used car that may, or may not, be in the best of condition is a good product for him to use himself.

There are ideas in words and phrases, crystallized ideas around which advertisers develop continuing campaigns. For example:

"Traffic Film," used for Duco No. 7 automobile polish;

"Vitamins," used and made a household word in the interests of Fleischmann yeast;

"The Danger Line," used by Squibb;

"Aged Six Months," used by Clicquot;

"Dated" coffee—Chase & Sanborn.

Revolutionary ideas? Not one that we have examined has turned a business upside-down; but some of them have expanded sales possibilities tremendously.

Mostly, as we have observed, the ideas have been quite the opposite of profound, quite the opposite of mysterious. Mostly, in fact, they have been fairly simple.

If we are to draw another conclusion from the histories of business ideas, it well might be that every successful idea, as a premise to its success, is carefully pondered and thoroughly prepared in all its details before it is revealed to the world and then, after its revelation, is applied and followed through with courage, continuity and consistency.

Account with Ruthrauff & Ryan

Ruthrauff & Ryan, Inc., through its Chicago office, continues to direct the advertising account of the National Salesmen's Training Association, Chicago. It was incorrectly reported in a previous issue that a change in advertising representation had been made.

Salesmen and Past-Due Accounts

Should Salesmen Be Asked to Help the Credit Manager with Collections?

PASSAIC, N. J.

Editor of PRINTERS' INK:

Do you have on file any articles on the subject of salesmen collecting past-due accounts? My opinion is that such a policy works a hardship on a salesman, as it brings him to the attention of his customer in an unpleasant and unfavorable light. However, I should like to know if you could send me clippings of articles on either or both sides of the subject.

HOWARD HERTY.

THIS matter of having salesmen collect past-due accounts has been discussed, and on both sides, rather often. In general, opinion divides with the divisions of business functions. Thus, the credit manager is likely to contend that every salesman ought to be a sort of credit manager's deputy; and the sales manager is likely to retort that to make a credit man of a salesman is to ruin him.

Viewing the matter objectively, there seems to be merit in the credit manager's hypothesis that a salesman, without endangering either his volume or his sales morale, can serve as a sort of credit-department observer, to the end that accounts may be prevented from going bad. Truly, as the credit manager argues, the salesman is "on the ground." He meets the customers personally. He knows the local conditions. He hears the local news and rumors. He is in a far better position than is the distant credit manager to size up new accounts and determine which are desirable, which are dubious and which unwanted at all.

Whether he should serve as a collector of past-due accounts, however, is a somewhat different issue. There are credit managers who prefer, after an account has reached the past-due stage, to manage it themselves—to keep the salesman informed as to the progressive condition of the account, but to apply the collection effort direct from headquarters by correspondence.

Such a plan presents several advantages, not the least of which is psychological; for the past-due

debtor who might be inclined to treat lightly the collection efforts of a salesman whom he knows very well, would be likely to be impressed into action by the intervention of a formidable stranger. Another advantage is mentioned by our questioner himself; and it is an angle of the situation that is not often mentioned—that collection pressure applied by the salesman may place him in an unpleasant and unfavorable light. Unpleasant to the salesman because he lacks experience in bill collecting, and so is uncertain about how to proceed, and unfavorable because, conceivably, few customers will be pleased by the thought that under the veneer of the affable and optimistic individual from whom they buy goods there is a credit policeman.

Of course, there are situations in which a personal call seems to be the only expedient by which past-due money can be collected; and in such a situation, particularly if the distribution covers a big area, it may be less expensive and more effective to assign collections to salesmen. But even his own sales manager will cheerfully admit that the best salesman is a less-than-average collector—far less efficient, for example, than one of the credit department's collection specialists. "And besides," he is likely to add, "although I realize that no sale is complete until the money is in the house, I'd rather keep the interest and the energy of my men confined to selling."—[Ed. PRINTERS' INK.]

Norman Strouse with Hearst Morning Newspapers

Effective July 1, Norman Strouse, space buyer for the San Francisco office of the J. Walter Thompson Company, will join the staff of the Hearst Morning Newspapers, San Francisco, as assistant to Slayton P. LaDue, Pacific Coast representative.

Appointed by Norfolk "Ledger-Dispatch"

Ellis Loveless has been appointed assistant business manager of the Norfolk, Va., *Ledger-Dispatch*.

Revolutionizing the field of Direct Mailing

The ADVELOPE—a letter-folder-envelope, all in one, possessing the dignity of first class mail at third class postage.

Users attribute the substantially increased returns to the fact that the Advelope holds attention, creates interest, and has selling power abundantly.

Verify its Merits! Saves \$20 per thousand in letter postage alone.

Write us on your letterhead for FREE Booklet and Advelope Portfolio and name of our nearest representative.

The

Advelope

CORPORATION

127-137 Beekman Street
New York, N. Y.

ADVERTISING "BIRDIES"



FOR FINISHED CAMPAIGNS

The **MULTIGRAPH**

ARE MADE *ON THE GREEN*

Skillful analysis and brilliant creative work can send your advertising drives straight down the fairway . . . but getting into the sales cup at better than par is a job that calls for accurate putting.

It takes good follow-up to finish the job. Dealers, salesmen, branch offices must be kept on their toes. Window display activity must be stirred up. Timely information must be put into the hands and minds of the entire sales organization and outlets.

To get jobs like this done consistently and economically, executives in advertising and selling fields are using and recommending Multigraph equipment. Multigraph campaigns are fine insurance against losing on the green the advantage gained in the fairways of business.



THE AMERICAN MULTIGRAPH SALES CO.
1800 East 40th Street Cleveland, Ohio
The Multigraph Sales Co., Limited
137 Wellington St., W. Toronto, Ontario
(or consult your telephone directory)

The Addressing Multigraph writes the letter, fills in the name, address, and salutation, signs the letter, and addresses the envelope all at one revolution of the drum.

FALL SCHEDULES

National advertisers considering the use of magazines read by business executives of definitely known* high standing in business and in life, will find one of the most powerful and influential groups within the 82,000 A. B. C. circulation of **THE FINANCIAL WORLD**. Subscribers to **THE FINANCIAL WORLD** read it to get the latest up-to-the-minute information about investment possibilities offered by the business enterprises of the United States. They are more than just "business magazine readers." They are "business analysts" and therefore are preferred business executive prospects.



Many 1931 schedules are now in their preliminary stages of discussion and planning. From now until Fall, magazine media are being analyzed and discussed. A thorough consideration of the market offered by **THE FINANCIAL WORLD** today, we believe, is not only most important but entirely logical.

*"An analysis of the circulation of **THE FINANCIAL WORLD** by Dr. Daniel Starch, Consultant in Commercial Research" will be sent on request.

Subscription
\$10 Per Year

The **FINANCIAL
WORLD**

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1902

Member
A. B. C.

America's Investment and Business Weekly

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Entertaining Angels Unawares

In Your Reception Room Give Thought to Conservative Appointments and a Courteous Receptionist

By Aesop Glim

THE reference to angels is made in the Biblical rather than the Broadway sense. (When you need an angel to back your show, you have to go out and trap him.)

But there do come times when that other type of angel calls—unannounced—at your place of business. And it is well to be always prepared. You will recall that first Abraham, then Lot entertained angels unawares. Both were ready and both were amply rewarded. (Genesis, XVIII and XIX.)

At your front door—whether office or factory—you have an information or reception desk; possibly a complete reception room.

Here at your front door every visitor gains his first impression of your whole organization. What impression do you want to give?

As a first and guiding principle, you should figure that each caller is important. He may turn out to be a salesman who wants to sell something to a member of your staff. (He has a right to want to make that sale and you may need what he offers.) He may be someone in search of a job. (He has a right to search for a job and you may need him.) He may be a friend of some member of your organization. He may be an errand boy. And—he may equally well be either a client or a prospective client; an angel to be received as an angel, even before he reveals his identity.

Is your reception room ready for every contingency?

* * *

Your visitor's first impression will be received through the eyes. What will he see?

Grandeur of fittings is not the essential. To some people, grandeur would even convey the wrong impression of your company. Don't have a false front. Make your reception room represent your business; have it in keeping with the work you do and the

kind of people in your organization.

Whatever tone you may give your reception room, orderliness must be the first criterion. Orderliness conveys the idea of business efficiency more quickly and more surely than any other single quality; your reception room must be clean and neat. Orderliness is best assured by not having too many things to get out of order; no more furniture than necessary to get out of place; no great amount of bric-a-brac to get disarranged.

The visitor may be asked to wait a few minutes; let him discover immediately a reasonably comfortable chair and a convenient ash tray. He will usually have his own smokes; you need not try to supply them, but he will need an ash tray. Be sure there are enough ash trays to accommodate as many visitors as may be waiting at any one time.

Don't Supply Loafing Chairs

Don't have overstuffed, soft, sinking furniture. The danger lies not in the temptation to loaf. Business competition is too keen to tempt visitors to loaf in your reception room. But overstuffed furniture—for men—belongs in the club. Your visitor does not want to relax; he wants to maintain the business-like attitude which prompted him to come in to see you, so that he will be able and ready to talk business when he sees you. Don't have davenports; strangers don't want to sit together.

Are you going to supply reading matter? The chief reason for doing so is that it makes the waiting time seem shorter. Therefore, have enough reading matter to go around—and have it up to date. If you don't want your visitor to feel as he does when waiting to see the dentist, have the *latest* periodicals

on hand. Don't have newspapers; they get messy after one or two readings. Don't have your club or fraternal papers; they may interest you, but they probably won't excite your caller. Have publications he can get interested in—publications which will amuse or instruct him while he waits for you.

Are you going to hang pictures on the wall? They should be selected with a good deal of thought. As your caller waits, he may not care to read; he may just sit and look around. What he sees on the walls should accurately reflect either your taste or the affairs of your company—or both. Omission is far better than commission in this case. Certificates of membership and awards are truly indicative of your organization and may well be hung in the reception room, if you so desire. Other pictures, prints, paintings and the like, may better tend toward the neutral than the extremes. There is little to gain from starting an argument in your visitor's mind, whereby you can be convicted *in absentia* of something in which you may not be guilty. (Such as doting on primitives or futuristics, nudes or racing.)

Your telephone switchboard is both an unsightly and a noisy piece of equipment. Make every possible effort to keep it out of your reception room.

In the first place, you don't want waiting callers to overhear your business, via the operator.

In the second place, you don't want your callers irritated by waiting for attention, while the operator completes a call or argues with central. And lastly, your receptionist is apt to have a full-time job, without operating the switchboard—as I will endeavor to indicate.

If the volume of your telephone switchboard work is so light that you think it can be combined with some other work, let some typist—outside the reception room—combine it with her work. Keep the switchboard out of the reception room!

* * *

So much for the equipment of your reception room. Now we

come to the all-important question of the person—man or woman, boy or girl—who presides at your reception desk. What type of person shall it be?

Selecting the Receptionist

A neat person, a clean person, an alert person, an hospitable person. It is the duty of your receptionist to greet people; every visitor should be made to feel that he has been *received*, rather than *challenged*. You should make your receptionist feel that he or she is your ambassador sent out to meet your callers—rather than your advance guard sent out to fight off unwelcome attackers. Such an attitude on your part and on the part of your receptionist will insure from the start the proper performance of most of the duties and courtesies to which your callers are entitled.

This same attitude on your part will aid you in selecting your receptionist. I have seen reception rooms pleasantly managed by men—an ex-professor, a disabled veteran, and an educated colored man. But by and large, the necessary qualifications for a good receptionist point to a woman of some culture and refinement, who combines with these qualities a measure of business sense and an attractive appearance.

Her discernment and knowledge of social graces will enable her to recognize men and women of importance and culture and to treat them accordingly. She will likewise treat all others as ladies and gentlemen, making them feel welcome and well received. Her primary purpose is to see that each caller achieves his purpose, if possible. And when a caller cannot see the person desired, the caller must still be made to feel that his visit has not been a failure.

It should be borne in mind that every visitor to your reception room—whether important or not—is going to carry away with him a distinct impression of your company. And there is every chance that, out of his impression, he will say something to others about your company. Whether he speaks for good or ill depends in no small

OVER 81%

OF THE TOTAL
CITY CIRCULATION OF

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Is Home-Delivered

More than 4 out of every 5 families in greater Columbus regularly receiving The Dispatch have their copies home-delivered by exclusive Dispatch carrier. Home-delivered circulation is unquestionably the most valuable to the advertiser—and it is in the home that The Dispatch is supreme. It is this dependable, constantly-growing circulation that is the basis of the unequalled response that has caused advertisers to make The Dispatch—First in Ohio—First in Columbus—and one of the Nation's leading newspapers in volume of advertising carried. This is ample justification for any advertiser concentrating in this ONE BIG Central Ohio medium.

Total Net-Paid Daily Circulation

126,588

63,553 Total City, of which

51,608 is Home-Delivered

HARVEY R. YOUNG, *Advertising Director*

O'MARA & ORMSBEE, Inc., *National Representatives*

New York Chicago Detroit Los Angeles San Francisco

The Dispatch is the Columbus member of the 100,000 Group of American Cities

measure upon how he has been received.

Assuming that you desire for your visitors courteous treatment such as this, you should recognize the fact that the receptionist cannot do the job single-handed. True courtesy requires the co-operation of every member of your staff. Each person in your organization should be prepared to give a prompt and intelligent answer whenever the receptionist announces a visitor, telling exactly what answer the visitor is to receive—and as courteous an answer as possible. When it is really necessary that a visitor be asked to wait, the person called upon should make sure that the visitor waits no longer than necessary. If the wait lasts over

long, the receptionist should check up to be sure there has been no slip—and the person concerned should not resent this necessary checking up.

It may be expedient to establish a few simple communication phrases for the receptionist's use when announcing a caller by telephone—such as, "Mr. Jones is calling to see Mr. Smith"—even though she may be speaking directly to Mr. Smith. By this simple method, Mr. Smith can answer, if necessary, that he is not in and Mr. Jones will be none the wiser and not offended.

The greatest courtesy—and the simplest—is to get the caller's name correctly and then to address him by name.

Short Sad Story

HERE is one of the situations which makes manufacturers go home and kick the cat savagely. Except for the name of the item and the name of the retailer, the incident is right off the chest of a Mid-West manufacturer. He says:

"Our principal selling item is Blanka, a 10-cent polish which, in the city of New Orleans, and say within a 100-mile radius, is a standard seller and quite well known to the consumer. When we get outside of that circle, we are told by the chain stores to get a reputation. For instance, the Holland Chain Stores, branches in Chicago, Detroit, Toledo, Indianapolis, St. Louis and Des Moines, handle Blanka regularly, but we had difficulty getting the brand into the Louisville Holland store. Just recently they said they would put it in, and asked us to give them a special deal so that they could afford to spend some money on putting it over.

"Blanka is sold regularly by the Holland and the Grand National stores in Chicago at three bottles for 23 cents, and stands up alongside one or two other nationally advertised polishes which are sold almost always at three for 19 cents. As the polishes cost them practically the same, they make more money on selling Blanka.

"We arranged to do couponing

at Louisville, working the independent retail trade, arranged to do newspaper advertising and made a considerable concession to the chain so that it would feel justified in putting some steam behind the sale of Blanka.

"You can imagine how our men who are down there felt when the first Holland advertisement which appeared in the paper read, 'Special sale on Blanka—regular price three for 19 cents—sale price five for 25 cents.'

"The point is that we do not and will not sell anyone Blanka at a price which will enable him to sell it regularly at a profit for three for 19 cents, and we would much rather have never sold a dollar's worth to Holland in Louisville than to have been given such an introduction to the Louisville public.

"We are already beginning to receive kicks from regularly established territories which are on a sound basis.

"This is not an isolated instance, for in conversation with other concerns we find that our experiences are more or less similar. It seems to me that there must come a decided change of front on the part of the chain stores. They must use some real merchandising methods instead of simply cutting prices."

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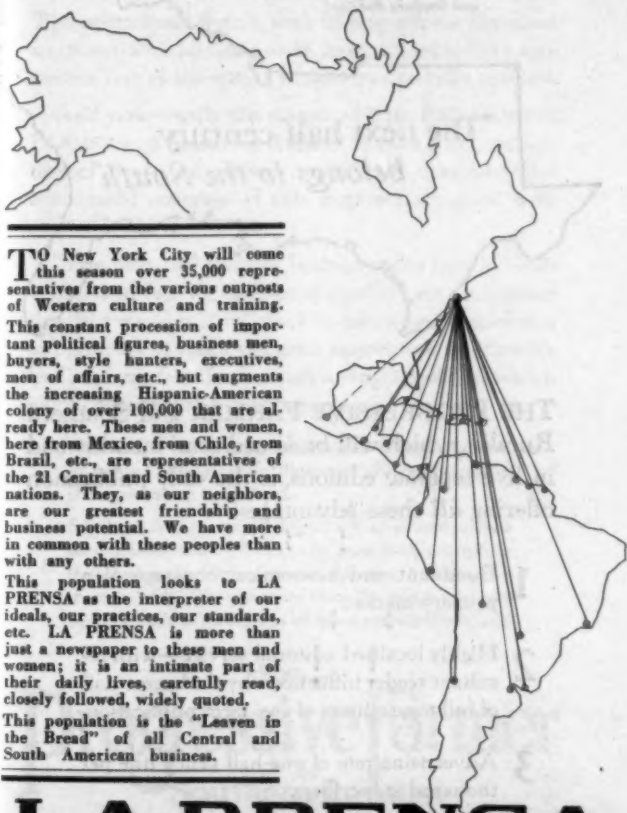
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¡EN NUEVA YORK AL FIN!



TO New York City will come this season over 35,000 representatives from the various outposts of Western culture and training.

This constant procession of important political figures, business men, buyers, style hunters, executives, men of affairs, etc., but augments the increasing Hispanic-American colony of over 100,000 that are already here. These men and women, here from Mexico, from Chile, from Brazil, etc., are representatives of the 21 Central and South American nations. They, as our neighbors, are our greatest friendship and business potential. We have more in common with these peoples than with any others.

This population looks to LA PRENSA as the interpreter of our ideals, our practices, our standards, etc. LA PRENSA is more than just a newspaper to these men and women; it is an intimate part of their daily lives, carefully read, closely followed, widely quoted.

This population is the "Leaven in the Bread" of all Central and South American business.

LA PRENSA

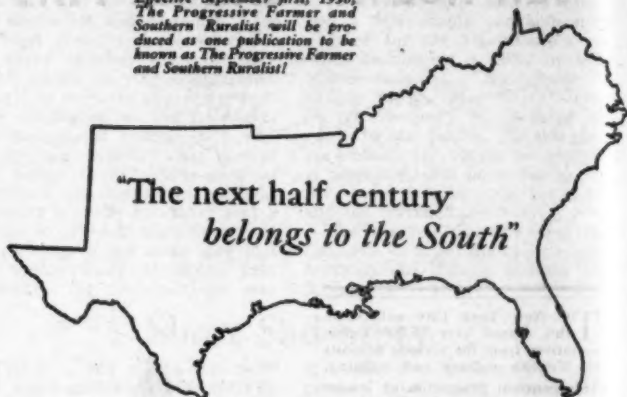
OF NEW YORK

MEMBERS OF A.B.C.; ASSOC. PRESS; A.N.P.A. P.A.N.Y.C.

* FACTS AND FIGURES WILL BE SUBMITTED ON REQUEST

A vast primary market

*Effective September first, 1930,
The Progressive Farmer and
Southern Ruralist will be pro-
duced as one publication to be
known as The Progressive Farmer
and Southern Ruralist!*



THE PROGRESSIVE FARMER and Southern Ruralist, which will be issued semi-monthly and in five separate editions, is the only publication offering *all* these advantages:

- 1 Dominant and economical coverage of a primary market.
- 2 Highly localized editorial service—with resultant reader influence—by the largest staff of full time editors of any farm publication.
- 3 Advertising rate of one-half cent a line per thousand subscribers.

One Million net paid circulation guaranteed. Rate effective September 1st, 1930, \$5.00 per line, equivalent to a page rate of \$3.64 per thousand subscribers.

1,000,000 Circulation

ket

Dominantly covered with one publication

The agricultural South, with its magnificent resources, its tremendous buying power, its sound prosperity, represents one of the nation's important primary markets.

And now—with the merger of THE PROGRESSIVE FARMER and Southern Ruralist to take effect on September first—advertisers are offered dominant and economical coverage of this responsive market with one publication!

"The next half century belongs to the South"! Advertisers in rapidly increasing numbers are recognizing this fact—and will be quick to take advantage of this opportunity to reach the great majority of the South's leading farm families through a single medium which enjoys their utmost confidence.

Automobile Ownership, indisputable measuring stick of buying power, aptly illustrates the prosperity of the agricultural Southland.

Southern farmers are driving 32.4% of all farm owned automobiles, and 54% of the increase in this classification during the last year was in this area. Further, this increase of 97,500 was more than the number of cars (83,200) sold to farmers in all states outside the South!

The Progressive Farmer AND Southern Ruralist

BIRMINGHAM

Raleigh Memphis

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Ave., New York, N. Y.

ATLANTA

Dallas Louisville

Western Representatives

Standard Farm Papers, Inc.
Daily News Bldg., Chicago, Ill.

n

..... *Guaranteed!*

Beginning with the JULY issue

ELECTRICAL RECORD

becomes a specific installation paper
for all engaged in wiring

In industry and among business papers, the tendency is toward functional specialization. In keeping with this trend, **ELECTRICAL RECORD** becomes the specific type of publication, by function and by name, as it enters upon its thirty-ninth year.

With the addition of the interpretative word, its title will precisely express the purpose of the publication, its field of operations and the scope of its activities.

The constant changes in general wiring practice and the ever-multiplying new uses for electrical energy, demand an enlarged editorial service dealing with the installation problems incident to these developments.

Having always given editorial predominance to installation or wiring activities, the industry's oldest monthly will henceforth concentrate wholly upon them.

ELECTRICAL INSTALLATION RECORD will reach, cultivate and influence the thinking of those engaged in electrical installation activities, and their suppliers.

For complete information, write
THE GAGE PUBLISHING COMPANY, INC.
Publishers to the Electrical Industry Since 1892
461 Eighth Avenue, New York, N. Y.

ELECTRICAL SPECIFICATIONS
ELECTRICAL INSTALLATION RECORD
GAGE ELECTRICAL RETAILERS ENCYCLOPEDIA

ELECTRICAL MANUFACTURING
METROPOLITAN ELECTRICAL NEWS
GAGE ELECTRICAL RETAILERS ENCYCLOPEDIA

Electrical Installation Record

A.B.C.

Established 1892

A.B.P.

Finding a New Advertising Idea for the Limited Sales Story

How a Savings Bank Created an Extremely Human Advertising Campaign

THAT a lively human interest story can be woven around most any product despite the fact that, on the surface, that product offers small chance for variation of its selling story, is shown by recent experiences of the Central Savings Bank in New York City.

According to President August Zinsser, the Central Savings Bank decided about a year and a half ago that an advertising campaign could build more business if a way could be found to tell the general story of savings and to make more human and interesting the advantages of putting savings in this particular bank. But the problem of how to do it was not simple, because any savings bank's story is limited. Where other types of large banks have many departments and services about which to talk, the savings bank must dwell most of the time on savings only.

In the belief that its apparently limited story could be presented so as to interest the many people to whom savings are of great importance, the bank outlined an advertising campaign whose three major factors led to a very fine success.

"The first of these," explains Mr. Zinsser, "was that our savings bank advertising should be decidedly different from any other bank advertising. The second was that this advertising should appear on a consistent schedule throughout the year in whatever newspapers we selected to carry the story. And third, that our advertising should *not* be placed on financial pages with other bank and financial advertising.

"Following up these basic points, we went the first year into six large New York daily newspapers and into seven foreign language papers of the metropolitan district. In these we took preferred positions such as on pages two or three or opposite editorial



KNOW BILL!

No, not that old "last-of-the-month-bill" but Bill Budget! He never lets you run in debt.

So much for rent—for food

—for clothing—for fun!

And at least \$10 a week for your Savings Account.

In 10 years, with interest compounding quarterly at 4½%, "\$10 a week" will become a nest egg of \$4554.97.

Interest from day of deposit to day of withdrawal.

Central SAVINGS BANK

4th Ave. at 14th St.
12-way at 73rd St.

4½% DIVIDEND FOR QUARTER ENDING DECEMBER 31, 1930



Little Shavers

By the time a little shaver shaves, \$10 a week will have grown to \$10,000 if saved regularly. That's what Compound Interest will do for you if you say to yourself—

"None of these 'loo-it-quick' schemes for mine! I want to sleep nights and shave with a steady hand. I want a hundred cents on the dollar plus all it can safely earn without worrying."

Central SAVINGS BANK

4th Ave. at 14th St.
12-way at 73rd St.

Interest from day of deposit.

Through Consistent Use of an Easily Identified Border This Frame Became Almost a Trade-Mark

pages. This, our third point, carried us out of the ordinary run of bank advertising and gave prominence to our message.

"The second point, that of working on a consistent schedule, was carried out in two ways. One was by using each paper once a week, whether morning or evening. Thus while we would have only a single advertisement made up for any week, it would

do a well-rounded job, yet, because it appeared in so many of the important media, it would give us a very wide coverage.

"The other way of building a consistent campaign was by making no distinction between peaks and valleys in the usual banking year, letting our advertisements appear regularly throughout the year. That is, instead of concentrating on interest periods as is the general practice, we decided to operate on the basis that our bank is open every business day of the year and that, therefore, advertising is as important one day as another.

"The first of our basic points—creation of a campaign that would be decidedly different from any other bank advertising—was handled by doing what some manufacturers have successfully attempted. Simply, instead of making a formal, stereotyped approach to our customers and prospects, we went to them in a human way that tended to bring us close to the individual and his personal money problems. Taking advantage of savings being so important to the individual, we talked savings in a very human way—and found that we had more interesting stories to tell about the one thing which our bank has to sell than we had ever anticipated would be the case."

To make the Central Savings Bank's story most appealing to the average prospect, several initial steps were taken to give this advertising's physical appearance, as well as its actual copy, a very distinctive touch.

Physical Appearance

First, a distinctive black border, framing the bank's single-column six-inch advertisements, was rounded at the top. Through consistent use of such a simple but quickly identified border, this frame became almost a trade-mark for each of the bank's advertisements.

Second of these preliminary steps was to plan a make-up using a simple cartoon to illustrate the copy to follow in each advertisement. Into these cartoons was

put the human touch that the bank sought to bring out in succeeding text, and a short headline led easily from the cartoon to the text which always was short and to the point. While text often might be humorous, always it was practical—and human.

Consider how the common, every-week matter of salary and its rapid disappearance under conditions experienced by the average individual are handled in one of these small advertisements:

Beneath a cartoon of a hand through the fingers of which coins are slipping very easily is the headline, "Your Salary." The short text that follows asks: "Is it slipping through your fingers? Do you really want to know how to 'get on'? 'Get on' your own payroll! Pay yourself first. A fixed 'salary' for your Savings Bank Account at the Central Savings Bank. Every week! Try it!"

Every Advertisement Is Human But Practical

From such topics through the gamut of saving for children's education, for payment of monthly bills, for sound investment, these advertisements range with their human story. Never is the human but practical note overlooked, and whenever possible it is tied in with a date or event in which the general public is interested. For Washington's birthday this year the bank told how Washington paid for rations and clothes for his soldiers out of his own pocket and how, busy as he was, he kept track of every dollar spent. A family expense book, said the copy, would help prospects keep track of their dollars and so build up a savings account.

How effectively the Central bank's campaign has been in getting people to follow this advertising is proved by a step taken at the insistence of depositors. For after the advertising campaign had been running for a while with many people commenting on the interesting presentation and constantly referring back to special advertisements that had appealed to them, the bank published a booklet reproducing a



DIGGING IN -- To Build Up!

THIS is necessary in setting the foundation of a building or a business.

In Syracuse to-day right across the street from us and in the very heart of the business center, a structure is to be erected, and digging in for a sound foundation is now in progress.

Your building of good will is the necessary foundation in the structure of a sound business.

The Post-Standard suggests itself for this most important duty, for it has gained recognition among the business men and the active housewives alike.

REAL ESTATE

(1929 Linage)

Post-Standard

320,551

Second Paper

236,945

Third Paper

164,898



THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, INC.

Representatives

New York
Chicago
Detroit

Philadelphia
Boston
San Francisco

DAILY 61,222 NET PAID

SUNDAY 69,879 NET PAID

Central New York's Oldest Newspaper

series of these newspaper advertisements so arranged as to tell a coherent and lively story of the bank, its growth and its facilities—with no other copy whatever needed to fill blank spaces. This booklet was mailed to depositors and prospects, was placed on counters, and was presented to all

of those who called at the bank.

At the end of the first year of this consistent and humanized advertising with its individuality which serves as a trade-mark for the Central Savings Bank, six additional daily papers were put on the list and five more foreign language publications added.

Thirty-Five Years Ago in "Printers' Ink"

[EDITORIAL NOTE: These quotations and abstracts appeared in the June, 1895, issues of *PRINTERS' INK*.]

ONE of the comparatively recent developments of the use of electric lights are the electric signs which stand out boldly in letters of fire and form a prominent feature of the city's illumination after dark. Most of the signs now in use are in front of the theaters; some of them are changed with each change of program. Many hotels also have these signs, and their use is spreading so rapidly that their manufacturers have hard work to keep up with their orders.

The fire underwriters at first looked upon the innovation with a suspicious eye, but after subjecting one of the signs to an exceptionally severe test, which it stood triumphantly, offered no objection to their use. It was apprehended that it would be difficult to insulate so many incandescent lamps, placed out of doors, in such a way that the current wouldn't leak in case of rain or snow. There was no trouble reported with any of the signs, however, at any time last winter, although on several occasions the letters were filled with snow and sleet.

The letters most used in signs are twenty-five inches high. They are five lamps high and four lamps broad; that is, five incandescent lamps are arranged one above the other to make the vertical lines of the letters, and four incandescent lamps in a row form the horizontal lines. The largest letter that has been made is nine feet high.

Another invention is an automatic apparatus by which an electric current may be turned into one letter after another of a sign until all the letters are illuminated. Then all go out at once, and the spelling-out process in letters of fire is repeated.

* * *

It is reported that the sale of Sunday newspapers has materially decreased since so many people have taken to riding bicycles on that day.

* * *

How one Chinese editor rejected a manuscript:

Illustrious Brother of the Sun & Moon. Behold thy servant prostrate before thy feet. I bow to thee and beg of thy graciousness thou mayst grant that I may speak and live.

Thy honored manuscript has deigned to cast the light of its august countenance upon me. With raptures I have perused it. By the bones of my ancestors, never have I encountered such wit, such pathos, such lofty thoughts. With fear and trembling I return the writing.

Were I to publish the treasure you send me, the Emperor would order that it should be made the standard and that none be published except such as equals it. Knowing literature as I do, and that it would be impossible in 10,000 years to equal what you have done, I send your writing back. Ten thousand times I crave your pardon.

Behold, my head is at your feet. Do what you will.

Your servants' servant, The Editor.

BIG *REDUCTION* IN 4-COLOR RATES

A substantial saving in cost which followed the adoption of 4-color printing in every issue has been passed on to advertisers by

The *Greater* Southern Agriculturist

On back cover pages this saving amounts to *20 per cent.*

On other positions the saving is *26.5 per cent.*

Four colors can be had for only *fifty per cent* advance on the black and white rate.

Southern Agriculturist

*Published for more than a quarter of a century
by B. Kirk Rankin at Nashville, Tenn.*

Advertising Representatives: RIDDLE & YOUNG CO.

CHICAGO

NEW YORK

KANSAS CITY

You'll have to watch for the July Printers' Ink Monthly

It contains some of the most diverting articles we have yet published. No two of these treat of phases of business that are even related—yet all are blood-brothers under the banner of advertising. As one leafs the pages, each succeeding article seems better than the last. Even we feel that—we, the editors, who have read these articles in galley, page and stone proof.

Let's pick a few of the highlights—some of them will catch your eye:

HENRY P. KENDALL, that much discussed captain of industry, tells the story behind the products of the Kendall mills. He presents what has been called a revolutionary idea, when he states that merchandising must begin with the raw material. Kendall merchandising starts with the cotton seed.

IRA NEWTON JELALIAN, an executive of the Kenyon agency in Boston, tells what's wrong with manufacturers—generally speaking. This article occupies the lead in the July issue, and if you will read it you'll understand why.

H. M. FOSTER, authority on the food industries and expert on chain stores, has written the most comprehensive survey of the status of chain stores today. Today the chains are in different shape than they were

two years ago. Why? Mr. Foster's findings represent the only complete report that will be found on record today.

H. K. NIXON and GEORGE L. MILLER have collaborated to write the sixth article in the series "Whither Advertising?" This one concerns the place psychology will occupy in advertising in the future. Do you read psychology on the side? Then read this—it pertains to your business.

WM. A. MCGARRY, business reporter of roving disposition, reports this time from Detroit where he found a story at the Detroit Union Produce Terminal. This company uses radio and newspaper advertising to acquaint consumers with available produce and prices. So far as we know it is the only instance of a Union Terminal using co-operative advertising to sell its members' products and acquainting the public with its purpose in life.

F. R. FELAND, seasoned agency man and V.-P. of Batten, Barton, Durstine & Osborn, selects four advertisements which he likes. We reproduce them, he tells about them. A new feature we're proud of.

Then comes a miscellany of things—long and short, good and—better. "Is Advertising Themed by Youth?"—an article asking whether there are not too many young men in advertising. . . . A story about four distinct and separate campaigns for Clicquot Club. Did you know there were four? . . . An article about Realism vs. Impressionism in food illustrations. Have you a yen for impressionistic pie? . . . An article comparing British and American advertising. Neither thinks the other any good—here's one for thought. . . . Our Contact Man is still wearing out shoe leather getting information about people you know—or would like to know.

It's a grand issue. Out July first.

...A Remarkable RADIO SURVEY

Free to Agency Executives and
Advertisers Interested in
This Powerful Medium of Advertising.

"The Reactions of Radio Listeners"

"Their Likes and Dislikes"

"Their Favorite Stations"

*"Hours Most Popular for Various
Types of Programs"*

are a few of the very important
subjects, authoritatively handled
in this survey—

*"Study of Habits and
Preferences of Radio
Listeners in Philadelphia"*

made by students of the University of Pennsylvania, under the supervision of Herman S. Hettinger, A. M. and Mr. Richard R. Mead, of the Merchandising Department of the Wharton School of Finance and Commerce of the University of Pennsylvania. It is complete, accurate and contains a wealth of valuable information.

*Mr. Hettinger has given us permission to publish
this survey. If you have not already received
your copy, please write for same to*

**UNIVERSAL
BROADCASTING CO.**

**Operating
WCAU and W3XAU
Universal Broadcasting Building
Philadelphia**

When Is an Advertising Test Not a Test?

(Continued from page 6)

of a large insane asylum, had been misled by the copy. The word "rubber" had somehow conveyed an impression of something soft and yielding to his mind, and cuspidors of that description were exactly what he needed. He had instantly been struck with the thought that soft rubber cuspidors would be less destructive missiles than the brass ones which the inmates were wont to throw at one another.

Another case in which a vital factor was omitted from consideration is that of the manufacturer of patent medicines who was seeking a good catchy name for a newly developed cathartic. He sampled a number of towns, among them a mining place where Indian labor was used. This was long before the Prohibition era but, because of the Indian labor, liquor was under the ban. The Indians had found a solution, however, in a once famous tonic and for several weeks the labor schedule was badly out of whack. At length the mining people, tracing the trouble, put a ban on the alcohol-loaded tonic, and the schedule returned again to normal.

For a couple of months the town was dry.

Unfortunately for the cause of good mining it was then that the laxative salesman arrived. He was carrying his product under the name of "Peruvian Oil," one of the six or seven trade names that the manufacturer was trying out.

No sooner had the local store put the samples on display than the Indian trade began to absorb it. The word had somehow got around, in Cherokee, Sioux or whatever the language, that the tonic was back. In half an hour the samples were gone. The startled merchant wired an order for a healthy stock, while the manufacturer back in his plant rejoiced that the name "Peruvian

Oil" had opened the door to general success.

Needless to say, the effect on the Indians was not identical with that of the tonic; but the labor schedule was just as badly hit.

So it goes. Tests for this and for that are made, campaigns are run, and hasty conclusions are frequently drawn. How often we hear it said, "Oh, yes—the Whatsis campaign is a big success. 'Smoke Whatsis Cigars to Develop Your It' has certainly caught on."

I wonder. I wonder, in particular, whether it's always the copy idea. Isn't it possible that the mere weight of the space, the steady, constant pressure of the brand name and the label on the public consciousness is what has really done the job? Given certain conditions, hundreds of products can be successfully advertised simply by sticking the brand name and a picture of the package in the middle of some white space—that and almost nothing more.

A short time ago I was standing in a 5 and 10-cent store with an advertising agency man. We were waiting for a bundle to be wrapped. Across the aisle was a bin full of trade-marked goods, a well-known line with a 10-cent price. Right beside it was another bin with the same kind of merchandise in it, except that the stuff in the second bin was private label goods, with a 5-cent retail price.

My friend nudged me with his elbow. "Look at that!" he said, and it was worth a look. The well-known trade-marked line was moving out like hot cakes. In the half hour during which we stood there twenty-two sales were made from that bin, to three from the other. Not a nickel's worth of selling effort put on either one; and the private label goods at half the price!

Not surprising, you say? Maybe not; but the interesting and possibly surprising point is the fact that this fast-moving line has been advertised for years in the very way I mention—a picture of the goods, a logotype, and almost nothing else. That bare, perhaps uninspired, advertising has made the product so familiar, so like a

friendly face in a crowd of strangers, that it outsells the competition twenty-two to three, at double the price.

Three years or so ago, we were pretty well het up about the Fear Appeal. It's testimonials today—the scare-copy talk has died down. But isn't the fear appeal, in a certain sense, a mighty important element in every advertising success? Why did twenty-two people out of twenty-five buy the well-known branded product in that 5 and 10-cent store? Because they were afraid to buy the other, the unfamiliar off-brand goods, even though the price was only half as much. That and nothing more. They were afraid of the unknown.

I wonder whether advertisers count that factor in, for every bit of its worth, when they estimate how much a campaign has accomplished. Has the clever copy slant "*Smoke Whatsis Cigars to Develop Your It*" been the real, the basic reason for success; or has it been the repetition of that name, "Whatsis Cigars, Whatsis Cigars, Whatsis Cigars"? In many cases, it would seem to be the latter.

Sometimes, of course, a new copy slant catches on, literally sweeps the country like wildfire, takes an old product that has been around for years and magnifies its visibility, suggests a new use or widens the market. But the advertiser's tendency, I feel, is often to give the credit for a mounting sales curve to the copy idea when it really belongs to the plain, unvarnished exploitation of the brand name and the label. For all the good the copy has done, it might have been left out. Indeed, far from stimulating sales, it may have hurt them.

Fallacious deductions can of course be made concerning every phase of advertising—medium, label, illustration, size of space, amount of space, market potential, etc. Copy has been stressed because that seems to be the element on which so many extravagant claims are based. But whatever the basis, it is usually dangerous to single out one element and place the credit or the burden there without evaluating all the factors.

In general, a good advertising man ought to be more competent to make such evaluations than a good banker, a good lawyer or a good engineer. No honest advertising man will quarrel with the modern tendency to apply engineering thinking to sales and advertising problems. Such thinking is needed; advertising has suffered in the past from a lack of careful analysis. A translation of generalities into terms of fact, the elimination of guesswork, a sound basis on which to predicate expenditures—these are much to be desired.

But it is one thing to see the necessity for tests, and quite another to draw the right conclusions after the tests have been made. Very often only an experienced advertising man, able to evaluate factors which the banker and the engineer may not recognize as being present, is capable of doing that. When tests seem desirable, therefore, perhaps the ideal combination is the engineering mind plus the advertising "savvy."

A little knowledge is a dangerous thing, and almost anyone can get "a little knowledge" from a test campaign.

Southern Publishers to Discuss Rate Differential

The Southern Newspaper Publishers Association will hold its annual convention from June 30 to July 2 at Asheville, N. C. J. S. Parks, co-publisher of the Fort Smith, Ark., *Southwest-Times Record*, is president, and Cranston Williams is secretary.

Discussions on the local and national newspaper advertising rate question will be one of the important matters to come before the convention. The following are scheduled to speak on this subject: Enoch Brown, Jr., Memphis *Commercial Appeal*; Nelson P. Poynter, Kokomo, Ind., *Dispatch*; and Leslie M. Barton, managing director of The 100,000 Group of American Cities, and John Benson, president, American Association of Advertising Agencies.

Representatives of St. Petersburg, Fla., newspapers will describe their plan of handling national advertising on a co-operative basis.

Treadeasy Account to Addison Vars

P. W. Minor & Son, Inc., Batavia, N. Y., manufacturer of Treadeasy and other shoes for women, has appointed the Rochester office of Addison Vars, Inc., advertising agency, to direct its advertising account.

Service Incident

YOU can't tell a certain account executive that \$10 is too much to pay a nose and throat doctor for an office call.

Patiently waiting his turn, he overheard the doctor talking to a mechanic fixing his violet ray light. There seemed to be an argument. The doctor wanted the wiring looked over. The light had sputtered and gone out. The man from the factory said a new mercury burner was needed and that the price was \$75.

The service man wouldn't look over the wiring, so sure he was about the burner.

The doctor, becoming annoyed, showed the mechanic the door and told the patient later how annoyed he was; that he was going to ask Bill Winter, the locksmith and electrician, to come down and see where the short circuit was. Next day, patient back for another tonsil painting, asked the outcome. The doctor, it seems, was right.

Fifty cents for Bill, short circuit fixed, and light burning brightly and earning money again for the medico.

As the doctor pointed out, the service man had been so anxious to get his commission on a new burner that he deliberately overlooked the job he should have done. "That is," said the doctor, "if somebody at the factory hadn't tried to turn him into a salesman."

It so happened that one of the account executive's jobs had gone a trifle stale on his hands. The vice-president of a washing machine company was demanding the moon.

"It was the doctor's last remark that saved the account for me," he said in telling the incident. "I asked the chance to talk to the service men. I found that they were being paid to sell new parts instead of serving the buyer. The policy was losing new business for the company in every suburban street. Made a big hit when we fixed the situation. Twenty dollars high for two calls on a throat doctor? I would have paid a hundred to get the idea."

Depleted Stocks Force Dealers to Increase Orders

CHURCHILL-HALL, INC.

NEW YORK, JUNE 20, 1930.

Editor of PRINTERS' INK:

I am much interested in the lead article in the June 19 issue of *PRINTERS' INK*. The situation which Mr. Dickinson described is one of many which came to my attention as I started digging into salesmen's reports. I am strongly of the opinion that many salesmen are today being charged with failure to sell, when as a matter of fact the situation is entirely out of their hands because of the foolish attitude which many retailers have taken.

All along, it has seemed to me that this will soon adjust itself, and yesterday I had the first indication that the adjustment is on the way. This was in connection with Flako Products Corporation, which makes a prepared pie crust and a biscuit preparation. Its sales with independents and chains have been for some weeks decreasing in size. Within the last week or ten days they have got back to normal and have shown some increase in size. On tracing these orders back, we find that many organizations have given orders for limited buying regardless of the condition of the stock. Now the stock is so low, in some cases entirely depleted, that orders simply had to be placed.

I am sure that you will be doing a helpful and constructive piece of work if you can agitate the situation which Mr. Dickinson calls "Picayune Purchasing—Bone-Headed Buying."

H. H. LEQUATTE,
President.

Curtis Buys Site for Music Temple

Cyrus H. K. Curtis has purchased a site on the Parkway of Philadelphia for \$2,000,000, on which is to be erected a \$6,000,000 "Temple of Music and Drama," which will house three large auditoriums to be used by the Philadelphia Orchestra, Philadelphia Grand Opera Company and the Philadelphia Forum. An additional sum of \$850,000 has been contributed by Mrs. Edward W. Bok, in memory of her late husband, former editor of the *Ladies' Home Journal*. A corporation without profit to own and manage the center is being formed by W. Curtis Bok, attorney for the corporation and one of its officers. It is planned to start construction on the center next year.

W. A. Biddle Heads Cincinnati Industrial Advertisers

William A. Biddle, of The American Laundry Machinery Company, has been elected president of the Cincinnati Association of Industrial Advertisers. Fred Berling, of The Lunkenheimer Company, was made vice-president and W. J. Hengebold, of The Lodge & Shipley Machine Tool Company, was made secretary-treasurer.

Good Copy

Is interesting
enough to claim
the attention of
the reader—

Convincing
enough to make
him believe it.

**HAWLEY
ADVERTISING
COMPANY**

Inc.

**95 MADISON AVE.
NEW YORK CITY**

Blackman Company Appointments

Miss Mary Loomis Cook, for the last three years with the copy department of The Blackman Company, New York advertising agency, has been appointed radio copy editor and is in charge of daytime programs for the agency.

Maurice Henderson, formerly with the Robinson-Eschner Advertising Company, Erie, Pa., has joined the copy department of the Blackman agency as a specialist in farm-paper advertising.

Appoint Bayless-Kerr

The Sterling Cable Company, Cleveland, has appointed The Bayless-Kerr Company, Cleveland advertising agency, to direct its advertising account. Magazines and direct mail will be used.

This agency is also handling the advertising account of the Bostwick-Goodell Company, Norwalk, Ohio, maker of Victoria Venetian blinds. Magazines, business papers and direct mail will be used on this account.

Pen Account to Danielson & Son

The Tri-Pen Manufacturing Company, Pawtucket, R. I., Triad triangular pens and pencils, has appointed Danielson & Son, Providence, R. I., advertising agency, to direct its advertising account. Business papers, newspapers and magazines will be used.

Heads Business Staff of Wilkes-Barre "Record"

L. J. Van Laeys has been appointed business manager of the Wilkes-Barre, Pa., *Record*. He formerly was with the Houston, Tex., *Chronicle and Post*, the Wichita, Kans., *Beacon* and the Capper Publications, Topeka, Kans.

Louisville Bank Advances A. R. Furnish

A. R. Furnish, formerly advertising and new business manager of the Louisville Trust Company and the National Bank of Kentucky, has been made vice-president in charge of advertising and new business development.

Moto-Mower to Fecheimer, Frank & Spedden

The Moto-Mower Company, Detroit, manufacturer of power lawn mowers, has appointed Fecheimer, Frank & Spedden, Inc., advertising agency of that city, to direct its advertising account.

W. B. Ricketts with Cowan & Dangler

W. B. Ricketts, formerly with the J. Walter Thompson Company, Inc., has joined the staff of Cowan & Dangler, Inc., New York advertising agency.

Lithographers Meet

AT the annual convention, last week, of the Lithographers National Association, Inc., its co-operative advertising activities for the year were reviewed. Decision was made to continue the effort and to endeavor to raise more money for further financing of the campaign.

Charles G. Munro, chairman of the advertising committee, presented a report on the campaign which was followed by an illustrated talk on the advertising program by Vance Chamberlin, of The Griswold-Eshleman Company, Cleveland. Mr. Munro was reappointed chairman of the committee, members of which are Earl H. Macoy, Chicago; H. H. Platt, Brooklyn, N. Y.; Carl R. Schmidt, San Francisco; William Ottman, Brooklyn, N. Y., and Trowbridge Marston, New York.

Charles P. Schmid, New York, continues as chairman of the finance committee, of which Joseph Deutsch, Chicago, R. R. Haywood, New York, and A. G. Brandau, Nashville, are members.

Officers of the association were re-elected. They are George R. Meyercord, Chicago, president; William H. Merten, Cincinnati, vice-president; Ernest S. Lloyd, treasurer, and Maurice Saunders, secretary.

Charles F. Traung, San Francisco, and Thomas B. Sheridan, Baltimore, were elected to the board of directors. Board members continuing in office are:

A. G. Brandau, Nashville; P. N. Calvert, Cleveland; William S. Forbes, Boston; George K. Hebb, Detroit; Robert S. Holdings, Jr., Providence;

W. P. Jeffries, Los Angeles; William F. Krohmer, Chicago; J. R. Lowe, Erie; Earl H. Macoy, Chicago; Trowbridge Marston, New York; G. G. McGuigan, St. Paul; John Omwake, Cincinnati; Horace Reed, Buffalo; Robert L. Sale, Buffalo; G. P. Sauer, Milwaukee;

Charles W. Stubbs, Detroit; Jesse M. Thomsett, St. Louis; and Mr. Deutsch, Mr. Lloyd, Mr. Merten, Mr. Meyercord and Mr. Straus.

The convention was held aboard a St. Lawrence River steamer and at Murray Bay, Que.

KEYED REPLIES PROVE THE POWER OF 'QUARTERS' IN PLINCH

From Colas Products Ltd.

London.

26th May, 1930.

The Advertising Manager,
"Punch,"
10 Boulevard Street, E.C.4.

Dear Madam,

You may remember that two years ago we wrote to you saying what good business we were getting from our advertisements in "Punch."

Since then, as you know, we have made a considerable increase in our "Punch" appropriation, and we are glad to say that the resulting business more than justifies the increased expenditure. We can, in fact, say without exaggeration, that "Punch" is our best advertising medium.

Every advertisement is keyed, and we check our results not only on the number of replies we receive, but also on the number of gallons sold in response to each advertisement.

Yours faithfully,
COLAS PRODUCTS LTD.
(Signed) E. G. WACE.

MARION JEAN LYON

Advertising Manager, "PUNCH"
10 Boulevard Street, London, E.C.4,
Eng.

A Lifetime Opportunity

A merchandiser of machinery who knows mail-order and direct-sales methods. A proven organizer and competent office manager, able to write sales-getting letters and assist with catalogs, literature, etc., for mail trade.

An unusual opportunity to obtain a responsible position and interest in the business is offered to well-balanced American, 35 to 45 years old, now employed, who is well versed in the above.

No job hunters or floaters. Should have savings to show for his ability and is earning, without bonus, \$500 per month.

Address "J," Box 281
Printers' Ink

An Overlooked Southern Market

Here is a new untapped Southern market of more than a million people that your National advertising fails to reach . . . the Southern Methodist Publications reach them . . . all good substantial white people . . . the cream of the South. Turn to Standard Rate and Data or let us send facts and figures on how to reach them economically.

LAMAR & WHITMORE
Publishers

E. M. McNEILL, Advertising Director
E. J. LINES, Traveling Representative
810 Broadway, Nashville, Tenn.

**SOUTHERN
METHODIST
PUBLICATIONS**

**1,029,000
CIRCULATION**

Why Phillips Lost Its "Milk of Magnesia" Registration

THERE appears to be a somewhat general impression, among those who follow such things, that the recent decision canceling the registration as a trade-mark of Milk of Magnesia, was based on the fact that this name had become a generic term.

As a matter of fact, the decision had nothing whatever to do with whether or not Milk of Magnesia constitutes a proper trade-mark. The court gave no consideration, in arriving at its conclusions, to the matter of the trade-mark's generic use, or lack of it. There is no connection between this case and, for example, the aspirin decision, in which it was held that aspirin had so entered the popular vocabulary as to destroy any possibility of its serving as a mark of identification for any one manufacturer.

However, the decision does deal with certain phases of trade-mark procedure of wide interest. Most important of these phases is that old angle of keeping careful record of trade-mark usage—an old point and yet consistently neglected by the owners of any number of extremely valuable trade-marks.

This Milk of Magnesia decision was handed down by the United States District Court, District of Connecticut. McKesson & Robbins, Inc., was the plaintiff. The Charles H. Phillips Chemical Company was the defendant. In the suit, McKesson & Robbins sought to cancel two trade-mark registrations issued to Phillips. One registration was for Milk of Magnesia: the other for its Spanish equivalent, Leche-de-Magnesia. Both registrations were issued under the ten-year clause of the Trade-Mark Act of 1905.

Such matters as the jurisdiction of the court were involved in the suit, but these are of no concern at the moment. After discussing these features of the case, the court said: "The only point left to be decided is whether the two

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trade-marks . . . were properly registered under the ten-year clause of the Trade-Mark Act of 1905."

With regard to this point, the court pointed out that this clause provides that a mark which has been in *actual and exclusive* use as a trade-mark for ten years next preceding February 20, 1905, may obtain registration even though it does not meet the other provisions of the act. One of the provisions of the act denies registration to descriptive marks and the object of the ten-year clause was to protect those descriptive marks that had been in use for a considerable time before the passage of the act.

The point on which the court sought through the records for information, then, was whether or not Phillips had been in "actual and exclusive" use of Milk of Magnesia during the period covered by the ten-year clause. "The question is," said the court, "did the others mark their goods 'Milk of Magnesia' or 'Leche-de-Magnesia' at any time during the ten-year period?"

The court proceeded to analyze the evidence on this phase of the case and concluded that "it appears from the foregoing, and from an extended and careful examination of the evidence in this case, that the defendant was not the sole and exclusive user during the ten years necessary to entitle it to such registration of the mark 'Milk of Magnesia' which registration it procured."

Accordingly, the court canceled Phillips' registration of Milk of Magnesia. "The registration of those words having been found invalid," the court declared, "it follows that the registration of 'Leche-de-Magnesia' must fall with it."

Joins Suffolk, Va., "News-Herald"

Eugene Graves, formerly with the Norfolk, Va., *Virginian-Pilot*, has joined the advertising department of the Suffolk, Va., *News-Herald*.

Appoints Carlisle Agency

The Vanity Brassiere Company, New York, has appointed the Carlisle Company, advertising agency of that city, to direct its advertising account.

EXPERIENCE

During the past year this organization has conducted market surveys in more separate industries and upon a greater variety of marketing considerations than ever before. These include:

The most exhaustive survey ever made in the paint industry.

The first complete study of the window shade industry.

The luggage industry. Plate Glass. Various proprietary remedies. Metropolitan newspapers. The trade paper field. The advertising agency field. The lighting fixture industry. The heating appliance industry.

Back of this is experience in more than fifty other industries. We approach a new client's requirement with an experienced point of view.

R. O. EASTMAN Incorporated

113 West 42nd Street . . . New York

STEEL

IRON

See Announcement

BRONZE

in
this publication

STONE

July 3rd

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. McKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, JUNE 26, 1930

Necessities Cannot Be Advertised?

The National Association of Teachers of Marketing and Advertising recently undertook a laudable task. It decided to endeavor to rid the mind of students in American universities of the confusion which is created by conflicting teachings on the subject of advertising by departments of marketing and departments of economics.

Its method of handling this particular task, so far, has been to circulate, among its members, a bulletin called, "The Place of Advertising in Economics." In that bulletin, among other statements, is to be found the following:

"With rare exceptions, profitable advertising applies to those goods only which may be bought or not, according to the preference of the

consumer. Few, if any, great advertising campaigns have been built around the necessities of life."

While such a statement might possibly have been expected from professors of economics who are openly hostile to advertising, it is certainly not expected from those who should be familiar with actual facts on the use of advertising, facts which are directly contrary to this statement.

Since the facts in the record of modern advertising are entirely at variance with this statement, it must be challenged here and now.

If we ignore entirely the thought that in our complex civilization of today, many articles of commerce that were once regarded as luxuries have been made necessities and, in many cases, through the use of advertising, and simply consider food, clothing and shelter as the necessities of life, we could hold before the author of this bulletin a large list of highly successful advertising experiences. In this list, names of concerns like H. J. Heinz Company, General Foods, Johns-Manville Corporation, and Hart Schaffner & Marx, would appear with lightning rapidity.

It is our opinion that the National Association of Teachers of Marketing and Advertising should issue another bulletin which would clarify, in the light of actual experience, the statement that necessities of life cannot be successfully advertised. We would be of this opinion if this particular bulletin had not gone beyond the hands of teachers of advertising and students of advertising, but we are even more firmly of this opinion because it has fallen into the hands of advertisers and has tended to make them wonder where the facts used in teaching advertising are coming from.

The Tantalizing Trade-In

In this week's issue of PRINTERS' INK, on page 105 there is an article entitled, "The Allowance Racket," which makes a travesty of the current trend in certain fields toward the trade-in. The article is written in humorous style. However,

we are certain that the author intended to poke fun at the trade-in not merely for fun's sake, but because he was genuinely concerned over the interest that manufacturers in different lines are displaying in the trade-in plan.

This morning we noticed for the first time that a prominent furniture store in New York, located in the center of the biggest shopping district, had a sign in its window reading:

Your Old Suite Worth \$50
Trade-In Your Old Suite of Furniture and Regardless of Its Condition We Will Allow You \$50 on It.

We don't know whether this is the first time a trade-in has been allowed on furniture. We do know that we have never before observed a well-known furniture store doing this sort of thing. Perhaps the fact that furniture stores handle radios, and the added fact that more and more radio sales include a trade-in have combined to acquaint furniture retailers with the trade-in plan. In any event, it appears that the trade-in is trickling into another field, and we are convinced that it is something to be deplored.

The trade-in is a tricky merchandising maneuver. In most industries in which it has been used it works as all stimulants do: For a time, things are speeded up. Then a larger dose of the stimulant is needed to maintain the pace. Finally, so much stimulant is required that the user becomes a confirmed addict and eventually, because of over-use, the stimulant loses all beneficial effects.

It is a particularly poor plan for the furniture industry because that industry can ill afford to play with fire. A recent issue of *Furniture Record* points out that conditions with all factors in that field are deplorable. Manufacturers' profits, says that publication, have dwindled from \$14.53 per \$100 sales in 1922 to \$1.06 in 1929. Inventories are twice as large in proportion to sales volume as they were in 1920. The meager profits of manufacturers in 1929 were not in cash but in goods, and inventories absorbed more than double the net profits.

The average annual earnings per employee have slumped from \$520 in 1920 to \$60 in 1929. "Look over these facts," *Furniture Record* instructs furniture retailers, "and determine to what extent your own putrid price-peddling and other dark-age selling practices have contributed to our own and to the manufacturer's present predicament."

Will the trade-in lead the industry out of its "present predicament"? Not if the history of the trade-in is any sort of accurate guide. It is the sort of merchandising practice that is most likely to rear its head at the very moment it is most undesirable—when business is bad. It is a tantalizing merchandising device. Viewed from a distance it seems to be just chock-full of merit. But examined under the microscope of past experience it shows up as a selling plan that has brought far more evil than good into the merchandising world.

Cleaning Up from Within Within the space of a week four industries have shown an unusual interest in the ethics of their advertising. Announcement has been made that shortly some forty dentifrice manufacturers will meet to discuss the results of an investigation by the Better Business Bureau of New York City of conflicting and disparaging statements made in the national advertising of certain dentifrices.

Press dispatches say that advertising and publicity directors of nineteen leading motion picture producers have agreed to a code of advertising ethics to establish "definite standards of truth in advertising."

A contemplated trade practice conference of tobacco manufacturers is reported. The chief aim of the conference purports to be the study of unethical advertising in the industry.

Finally, the *Drug Trade News* says that measures will be taken by the Insecticide and Disinfectant Manufacturers Association to prevent fraudulent and misleading

statements concerning the use of certain chemicals.

These reports, coming from four widely separated industries, are encouragingly indicative of an awakening consciousness of the necessity for an ethical clean-up of advertising. While the insecticide manufacturers are for the moment more interested in what is going on among competitors outside the industry, their action shows that they are fully alive to the danger of over-statement and exaggerated claims.

PRINTERS' INK, in its fight against all forms of questionable advertising, including exaggeration, half-truths and pseudo-science, has pointed out again and again that the only real hope for ethical advertising is in those movements which start the clean-up from within an industry. The National Better Business Bureau, the Federal Trade Commission and other agencies can do and have done splendid work but in the long run their hands are tied unless individual industries show a willingness to handle their own ethical problems. That these agencies recognize this fact is shown by their many expressions of opinion which, intentionally in some cases, unintentionally in others, back PRINTERS' INK's stand.

That four large industries are seriously disturbed concerning the present situation within their own ranks and are thus joining other industries which have been worrying about the same subject is enough to arouse the hope that what may seem to be sporadic and unrelated actions are in reality the indications of a definite trend toward the only kind of ethical clean-up which can ever really count—the clean-up from within.

Tall Chasing

We heard recently of two large industrial manufacturers who are making an effort to break into new markets with consumer merchandise. Each manufacturer, finding his volume in industrial fields badly curtailed, has turned to the consumer as the solution.

It is rather difficult to follow

these manufacturers' lines of reasoning. They are selling materials to industrial concerns which are making materials for jobbers to sell to dealers to sell to consumers. Because consumers won't buy, the dealers can't buy and the jobbers can't sell and the manufacturers in turn can't buy from the industrial companies which have been selling them raw materials. In order to correct this situation these industrial companies are making products to sell to the very consumers who won't buy in the first place. It is all very involved and slightly Alice-in-Wonderlandish.

We have plenty of sympathy for the two manufacturers, particularly as one of them has appropriated less than \$10,000 for his great effort to get consumer business and the other is going to do the job without the use of salesmen. We know of no better way for them to dissipate what possible profits there may have been in their businesses and to add to their already mounting losses.

Many successful businesses have been founded in times of depression—but few by manufacturers who were trying to get out from under heavy losses by entering fields entirely new to them. It is far better to stick to a business that one knows, to apply as much effort as possible, to co-operate with the buyers of basic materials in order to dig up better sales and merchandising plans. A few thousands of dollars spent in this manner will do vastly more good than many thousands spent in pioneering into already well-trampled territory.

Made Western Manager, Archer Agency

John L. Clough, who came to Los Angeles several months ago from Cincinnati to take charge of the Los Angeles office of the Archer Advertising Company, Inc., has been appointed Western manager. He succeeds the late E. E. Peake.

E. P. Warner Joins King and Wiley

Eugene P. Warner, formerly associate editor at Chicago of *Time*, has joined the copy staff of King and Wiley and Company, Inc., Cleveland advertising agency.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

New York Club Is Host to Byrd and Shipmates

When Rear Admiral Richard E. Byrd returned from his expedition to the Antarctic and landed at his port of departure, New York, last week, within several hours he and members of his crew were the honored guests of the Advertising Club of New York. Thus was kept a promise which he made when he visited the club before his departure. At that time Admiral Byrd declared that he looked upon his visits to the club in advance of his expeditions as a good omen.

"I came here," he said, "the last thing before going South, just as the other visits here were the first and last visits I made. So is it any wonder that I wanted to come back here the first thing upon my arrival in New York? To tell you the truth," he confessed, "I would feel pretty scared if I didn't come here first and last on all occasions."

Byrd is an honorary member of the club, as are President Hoover and Calvin Coolidge.

Grover A. Whalen acted as toastmaster, being introduced by Charles E. Murphy, president of the club. Charles C. Green welcomed Byrd on behalf of the club and unveiled a painting which Frank M. Seamans has dedicated as "The Return of Admiral Byrd."

Admiral Byrd will be the guest of honor at a luncheon to be tendered by the Poor Richard Club of Philadelphia on July 1. At that time, an honorary membership in the Poor Richard Club will be conferred upon him. He will be received under "The Eternal Light to Benjamin Franklin" which was illuminated January 16 by a message received from Byrd while he was in the Antarctic, 10,000 miles away.

Akron Club Re-Elects

E. E. Humphrey

Earl E. Humphrey, general manager of the Ad-Type Service, Inc., has been re-elected president of the Advertising Club of Akron, Ohio. W. S. Campbell, of the Firestone Rubber Company, has been elected first vice-president and K. M. Keegan, advertising manager of the Akron *Times-Press*, second vice-president. Roger Burrell, in charge of national advertising of the Akron *Beacon-Journal*, has been elected treasurer, and Fred Danner, manager of the Akron Typesetting Co., has been made secretary.

San Francisco Newspaper Representatives Organize

The Newspaper Representatives Association of San Francisco has been organized at that city. The following officers have been elected: President, Thomas L. Emory; vice-president, R. J. Bidwell and secretary-treasurer, Slayton P. LaDue. Directors of the association are H. H. Conger, Keene Fitzpatrick, Arthur W. Stypes and C. E. Greenfield.

John Sheridan, President, Milwaukee Club

John Sheridan, advertising manager of the O'Neil Oil Company, has been elected president of the Milwaukee Advertising Club, succeeding Van B. Hooper, of the Master Lock Company. Other officers chosen are Lewis M. Meekin, Boston Store, vice-president; Wesley E. Schultz, Quality Envelope Company, secretary, and A. R. Gruenewald, Marshall & Ilsley Bank, treasurer.

The board of governors of the club now includes, in addition to Mr. Hooper, the following: C. M. Cheadle, Kearney & Trecker Corporation; Walter Dunlap, Klan-Van Pietersom-Dunlap-Younggreen, Inc.; Harry G. Hoffmann, Allis-Chalmers Manufacturing Company, and Hugo C. R. Vogel, Freeze-Vogel-Crawford, Inc.

Charles C. Younggreen, retiring president of the Advertising Federation of America, was elected honorary president.

Heads Oklahoma City Club

Leonard Nelson, of the advertising department of the Oklahoma Gas & Electric Company, has been elected president of the Oklahoma City Advertising Club.

Miss Roxie Adams, advertising manager of *The Oklahoma Teacher*, is vice-president, and E. H. Alexander, of the Smythe & Smythe Printing Company, is secretary-treasurer. Members of the board of directors are James Andrews, Lee Y. Langston, Harold Halsell, T. F. Munday, Frances Peoples and Frank Wilkins.

Heads Springfield Sales and Advertising Managers' Club

Maurice A. Park, of the Holyoke Card and Paper Company, has been elected president of the Springfield, Mass., Sales and Advertising Managers' Club. Fred Williams, of the United States Envelope Company, has been made vice-president and Galen Snow, of Wm. B. Remington, Inc., advertising agency, has been elected secretary-treasurer.

Oakland Club Elects Directors

Ruth Bates, Joseph Fairchild, Ford Samuel and Ben Tooley are new members of the board of directors of the Advertising Club of Oakland, Calif. With Philip Berger, M. J. Cohen, John Davies, James Hill, Lawrence Moore, J. L. Reith and J. Fred Stephens, Jr., they will constitute the board for the next year.

H. E. Burns Heads Jacksonville Club

Harry E. Burns, president of Harry E. Burns & Company, Inc., Jacksonville, Fla., advertising agency, has been elected president of the Advertising Club of Jacksonville. He succeeds Walter E. Gruver.

Heads Newspaper Circulation Managers

John H. Eisenlord, circulation manager of the Chicago *Daily News*, was elected president of the International Circulation Managers Association at its annual convention held last week at West Baden, Ind. He succeeds H. W. Stodghill, business and circulation manager of the Louisville *Courier-Journal* and *Times*.

W. C. Hixson, *Syracuse Post-Standard*, was elected first vice-president and John T. Toler, *Atlanta Constitution*, second vice-president. Clarence Eyster, Peoria, Ill., *Star*, was again re-elected secretary-treasurer, an office which he has held for a number of years.

Directors were elected as follows: David H. Smith, Portland *Oregon Journal*; E. P. Schwartz, Des Moines *Register and Tribune*, and J. C. Montgomery, *Detroit News*.

Among the many important problems of circulation which came before the convention, none was more outstanding than those which related to the development and welfare of newsboys. The association's interest in the boys has, in the past, called for the attention of several committees. A resolution was adopted to combine the work of these committees under one department, to be known as the Newspaper Boys' Welfare Department of the International Circulation Managers Association. Appreciation was expressed for the work of Mr. Stodghill and R. L. McLean, of the Philadelphia *Bulletin*, and they were appointed chairman and vice-chairman of the new department for a period of five years.

* * *

Chicago Women's Club Holds Annual Meeting

The Women's Advertising Club of Chicago closed the season's activities with its annual business meeting and initiation of new officers. Foundation of a professional advertising library for club members was reported as an outstanding educational activity of the group. It was also announced that a room had been furnished for the Off-the-Street Club, Chicago's advertising charity, through funds earned by the club for the purpose. Twenty-eight new members were enrolled during the year.

* * *

Heads Los Angeles Advertising Women

Mrs. Helen Cooper, advertising manager, Van De Kamps Holland Dutch Bakers, Inc., has been elected president of the Los Angeles Advertising Association of Women. Mrs. Cooper succeeds Agnes White.

* * *

E. L. Muller Again Heads Baltimore Club

E. Lester Muller, business manager of *The Baltimore Catholic Review*, has been elected president of the Advertising Club of Baltimore to serve his fourth term in that office. He succeeds R. E. Stapleton.

Is the Demonstrator on the Wane?

THERE is slackening in the practice by manufacturers of paying special representatives to work in department stores, if what is taking place in the toilet goods industry may be taken as an index. This system of selling merchandise by means of so-called demonstrators is on the wane in the toilet goods departments of department stores, in the opinion of R. E. Mulligan, toilet goods buyer of the Jordan Marsh Company, Boston.

In place of the demonstrator system and its off-shoot, the "hidden demonstrator," he recommended to members of the National Retail Dry Goods Association, in convention at New York last week, that there be developed trained selling organizations with salaries paid by the stores. The salaries should be sufficient to attract salespeople who are above the average, as it is a matter of experience, he said, that sales in the toilet goods departments are in direct ratio to the standard of the selling organization.

If there is money saved through discontinuance of paid demonstrators, Mr. Mulligan's plan for their replacement calls for additional trade discounts for sales co-operation and display or a definite cash allowance monthly to offset the additional gross selling cost.

Re-elected by Associated Purchasing Publications

H. M. Coagrove, editor of the *Mid-Continent Purchaser*, Tulsa, Okla., was re-elected for his third term as chairman of the Associated Purchasing Publications. At the convention of the National Association of Purchasing Agents held last week at Chicago, Harold I. Patten, business manager of *The Philadelphia Purchaser*, Philadelphia, secretary, also was re-elected.

C. O. Richardson Joins Kiernan-Jones

Charles O. Richardson, formerly sales manager of the Madison Square Press, has joined the Kiernan-Jones Corporation, New York, creative printing, as secretary and treasurer. The name of the company will be changed to the Kiernan-Richardson Corporation.

The Little Schoolmaster's Classroom

THE Williamson Candy Company makes the "Oh Henry" candy bar and related items. It is a large buyer of peanuts and because its plant is so efficiently equipped to handle peanuts, it decided to make peanut butter.

In less than two years' time, the company is now making 500,000 pounds of peanut butter monthly. It expects, within a year, to top the 1,000,000 pounds a month figure.

Which serves to remind the Schoolmaster of something that is so easily forgotten—very often, the key to further profits is hanging on the factory walls in plain sight of everybody. Because everybody is hunting on the outside for the key, it is usually overlooked.

* * *

Just to show how poor the testimonial racket must be this season, consider the case of Lottie (Axle Grease) Schoemmel. This lady, who once said of a record swim, "I did it for the children," dived into New York Bay the other afternoon to set a mark for other swimmers to shoot at in a swim from the Battery to Coney Island.

The tabloids showed pictures of her trainer smearing axle grease over those portions of her anatomy not covered by her bathing suit. Other newspapers carried the information that twenty minutes were spent in such preparation.

Much publicity about the application. But the material was described only as "thick grease." A careful look through publications reaching the users of axle grease shows a total lack of testimonial copy by this star user telling how it feels to be covered with grease like an axle, or how it helps the swimmer. Here is a person who has practically put axle grease on the map for a big new use and nobody seems to sign her up.

Perhaps she could be switched to vanishing cream.

* * *

Many definitions of advertising are entered on the record, yet the

Class never seems to lose interest in new definitions as they are brought to light. Most recent is this: Advertising is creating and sustaining a favorable mental attitude for a product, an institution, or a cause.

The definition is the contribution of William D. McJunkin, president of the McJunkin Advertising Company, Chicago. It comes to the Class from a member of the Louisville Advertising Club who culled it from an address made by Mr. McJunkin.

Another item for notebooks should be the four outstanding points which Mr. McJunkin believes are necessary for a good advertisement. They are:

First, an advertisement must be attractive, so as to be seen.

Second, it must be short, so as to be read.

Third, it must be simple, so as to be understood.

Fourth, it must be convincing, so as to be remembered and acted upon.

* * *

To the list of advertising definitions a new one has been added by Archibald M. Crossley, research man of Princeton, author of the book, "Watch Your Selling Dollar."

"Father," asks the little boy, "what is sales resistance?"

"Sales resistance, my son, is the superiority of mind over patter."

* * *

A true story—from California.

"The other night," this Class member writes, "my wife looked up from her newspaper to remark: 'I see there's a new coffee on the market that has dates in it.'"

"What do you mean, dates in it?" I inquired.

"Why," she said, "this advertisement of Chase & Sanborn says, 'It's dated.'"

"Another slogan gone wrong" is the concluding remark of this Californian student.

The Schoolmaster doesn't con-

AVOID GLARE ON THE LETTER SIDE



GLARE

Changes Any Letter Into A Circular

Avoid glare on the typewritten side of illustrated letters. It is of vital importance that they be considered as letters and not as fold-ers or broadsides.

By printing them on Two-Text, you retain all the halt-power that letters alone command, and still provide on the inside a velvety coated surface on which fine screen halftones print perfectly.

For this paper is a real bond sheet—has the bond feel and look—is very opaque—has no glare.

And now you can have Two-Text with white coating or coated with four new tints that make a charming background.

Heretofore the colors used by paper-makers for the coatings have been too strong—too confectionery to serve as an acceptable background for the illustrated letter.

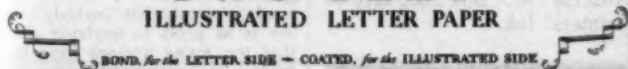
So an artist—a colorist of national reputation—was asked to produce our colored coatings in new shades that would be wanted. The result is

DAWN DUSK DUNE DALE

They make a pleasing background for the picture—colors that do not offend the eye or dim the values of the illustrations. Standard Paper Manufacturing Company, Richmond, Va.

TWO-TEXT

ILLUSTRATED LETTER PAPER



BOND, for the LETTER SIDE — COATED, for the ILLUSTRATED SIDE

WANTED!

Ohio District Manager

By a manufacturer outstanding in the automotive supply field—now having a good foundation of business in the state of Ohio.

The qualities necessary are at least five years of exceptional results in a similar position involving supervision of a permanent staff of missionary men who work in support of jobbers.

Our line is in the specialty class comprising a group of products all of which are repeat items—major ones being largely advertised.

Compensation on basis of salary (\$5,000 to \$6,000) plus bonus and expenses.

To qualify for personal interview your first letter must show age, qualifications and specific facts regarding experience—all being strictly confidential.

Address "M," Box 283, care of Printers' Ink.

clude that Chase & Sanborn have made a grievous error and that they ought to change their slogan. Even the Federal Trade Commission—which is becoming mighty picky in eying advertising up and down—is hardly likely to decide that "It's dated" is misleading.

However, the incident does justify repetition of a remark the Schoolmaster has made before the Class time and time again: Be certain your copy conveys the same meaning to your audience that it does to you. This language of ours is a tricky affair. Even the dictionaries don't agree in their definitions of certain words. And because this country is so big, a word that has one meaning way out West may have quite a different meaning in the effete East.

Ex-president Coolidge learned that lesson with his famous pronouncement about choosing to run. New England knew precisely what he meant, but the Schoolmaster seems to remember that other parts of the country were somewhat in doubt.

She had a pleasant voice, a cultivated voice.

"How much," she asked over the telephone, "is spent in the United States annually for advertising?"

The Schoolmaster welcomed the opportunity to explain the foolishness of trying to set up such a figure.

"But," she said, "I must have the figure. You see, I am preparing an article for a well-known magazine and I want to use the figure to show by contrast how little is being spent on the reform of a very serious social evil."

She then explained that her article was based on a careful gathering of weighty figures and represented many months of effort. Accuracy, she explained, was necessary. Therefore, she insisted that the Schoolmaster tell her how much Americans spend on advertising.

Once more the Schoolmaster explained that nobody knows how much is spent, that anybody's figure is as good as anybody else's, that too many guesses have been made. His arguments were con-

A Greater Galveston!



At practically the same time that the new census revealed that Galveston had passed the 50,000 mark in population, the new ferry service between Galveston and the Bolivar Peninsula was inaugurated.

The Bolivar Ferry opens a new avenue of transportation to East Texas and Western Louisiana, which, it is estimated, will attract 75,000 more tourists to Galveston during the next twelve months. In addition it has developed a vast new territory for Galveston merchants which cannot help but make for a Greater Galveston.

The Galveston News-Tribune

(MEMBERS A. B. C.)

Blanket This Market

W. L. Moody, Jr., President

Louis C. Elbert, Publisher

THE JOHN BUDD COMPANY, Advertising Representatives

New York

Chicago

St. Louis

Atlanta

Dallas

San Francisco

Los Angeles

Portland

CONSOLIDATION

A well financed grocery specialty manufacturer who has a good sales organization and a good volume west of the Mississippi and south of the Ohio, and who is in a position to handle other items, will consider consolidating with another grocery specialty manufacturer who has a good volume and good sales organization north of the Ohio and east of the Mississippi, who is also in a position to handle other items.

Address Room 2316, 230 No. Michigan Avenue
Chicago, Illinois

Location Opportunity for photographic or advertising art studio

Graybar Building Sublet—750 sq. ft. in a building that houses 40 or more advertising concerns. Ideal location and layout for advertising photographer or artist. Dark Room built in, adequate water and sink facilities, unobstructed north light. Particulars on request. Address "H," Box 280, Printers' Ink.

Advertising Salesman

Sixteen years on National Trade and Class Magazines, last 8 years as salesman-manager. Creative American, 38 years old. Available at once. Unusual credentials.
"N," Box 284, Printers' Ink

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly binder holding seven to nine copies \$1.25, postpaid. Monthly binder holding six copies \$2.00, postpaid.

Printers' Ink Publications

185 Madison Ave. New York

vincing. At least, he felt they were.

"But," insisted the gentle voice, "would you say \$100,000,000 is too big a figure?"

"No," the Schoolmaster admitted, "there are twenty advertisers, and not the largest either, who spend in the aggregate more than that sum."

"How interesting," she ventured, insistently. "Would—well, would \$1,000,000,000 be too much?"

At this point the Schoolmaster gave up. With absolute lack of courtesy, he hung up the receiver.

Several months from now an article will be printed. It will be based on careful research and will be full of figures. One of those figures, the Schoolmaster guesses, will be \$1,000,000,000. Many people will read the article. Someone will quote from it at an advertising club luncheon. The speech will be reported in the daily newspapers. A Congressman will read the report and rise in Congress to tell the world, or that part of it which is still awake, that \$1,000,000,000 is spent annually on advertising in the United States. Since whatever a Congressman says must be authoritative, \$1,000,000,000 will become the correct figure.

It is all very sad and very dis-

Use Photoffset . . .

When the small quantity makes unit cost skyrocket!

Photoffset process curbs the skyrocket tendencies of small quantity cost. Color, engravings, illustrations, hand lettering, half tones—these mean high preliminary costs—but not with photoffset! It saves time and money.

Economical, speedy when you plan:

advertising portfolios
sales manuals
photos in quantity
testimonial letters

reprints for publicity
posters
window displays
charts and graphs

JOSHUA MEIER

PHOTOOFFSET REPRODUCTION SERVICE

11 West 42nd Street

New York City

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents
Toronto Montreal Winnipeg Vancouver Hamilton London Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

couraging to the Schoolmaster, who would give several minutes from his already full life if some way could be discovered to stop finally and forever any effort to state publicly how much is spent on advertising.

* * *

To help increase the number of uses of cotton, the U. S. Department of Agriculture has formed the New Uses of Cotton Committee. The U. S. Department of Commerce and the Cotton Textile Institute, Inc., are represented on the Committee.

This group has been working, among other things, on the use of cotton bags for packaging various agricultural commodities. It recently reported that cotton bags are being used in increasing quantities for packaging Idaho and Maine potatoes in ten- and fifteen-pound lots. It also reported that experiments are now under way in the packaging of Florida oranges in colored mesh bags that hold one-tenth of a box. "Similar possibilities," says the Committee, "are seen for a consumer package for pecans and other nuts in five-pound containers."

R. S. Hall to Direct Upson Nut Sales

R. S. Hall, formerly president of the Bourne-Fuller Company, Cleveland, a subsidiary of the Republic Steel Corporation, has been made vice-president in charge of operations and sales of the Upson nut division of the Republic corporation.

N. C. Biggs Transferred by Hearst

N. C. Biggs, assistant advertising representative at San Francisco of the Hearst morning newspapers, has been transferred to the New York offices of W. W. Chew, representative of Hearst newspapers at that city.

Appoint Cincinnati Agency

The Starrett Ohio Corporation, owner of the Carew Tower, which is being built at Cincinnati, has appointed John Bunker, Inc., advertising agency of that city, to direct its advertising. Newspapers and direct mail are being used.

Joins Stedfeld Agency

Charles Feldman, formerly with The Lee E. Donnelley Company, Cleveland advertising agency, has joined The H. L. Stedfeld Company, New York advertising agency, as a copy writer.

On July Fifteenth . . .

some Four-A Agency will give a young man a drak, a typewriter and someone to correct his spelling. He will then begin to produce copy and layout ideas which will justify himself and his salary immediately.

Not that he is conceited. But in his present position, with one of the better trade journals, he has doubled his salary in the last six months. He has devised copy and layout, serviced accounts, produced his own work and supervised the world's most temperamental art department.

He doesn't have to make a change . . . but the proper agency can wean him from trade journalism by starting him at his present salary.

Address "E," Box 130
Printers' Ink

Mr. Publisher

Bolster Your Eastern Sales Staff

Nineteen fruitful years of space selling to general and business paper accounts for three nationally known and highly regarded publishers.

This background in advertising and merchandising and the wide contact among advertisers and agencies gained in these 19 years of successful selling will bolster the sales staff of any publisher who requires faithful and resultful representation.

Are you interested in hearing more about this sales experience?

Write "L," Box 282, Printers' Ink

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Will Publishers' Representative interested in building a small account (educational foreign publications with international class circulation) into a larger one, please advise Box 380, Printers' Ink.

WILL SELL 2 Eastern medium-size, profitable, class magazines, \$20,000; 2 in embryo gratis; genuine buy; owner retiring; half cash, balance secured by A1 collateral; financial references required for interview. Box 386, Printers' Ink.

WANT competent Production man as Partner in a live new advertising agency—catering to ready-to-wear industries.

I am a recognized Business-Getter with—following.

Marvelous opportunity for man who can make small investment, and work Hard. Box 389, Printers' Ink.

PUBLISHER'S REPRESENTATIVE available in Philadelphia Territory. Desires list of newspapers or two or three live trade magazines on drawing account against commission basis. Thoroughly familiar with advertising agencies and general marketing conditions in territory. Will consider affiliation with Eastern or Western Representative desiring Philadelphia office. Box 381, Printers' Ink.

SALE ON ROYALTY

One of the best money making propositions ever offered an investor. A cure for any Skin disease that will revolutionize modern methods. Eczema easily cured. Cures to stay cured. \$3.00 article—repeat orders. A money maker. Prefer to sell on royalty reliable party or firm—outright sale if necessary. Full information and proof given. Many testimonials. R. M. Sheets, Brainerd, Minn.

ARTIST will rent space of agency or publisher and do art work on piece work basis. Exceptionally able and versatile. Box 379, P. I.

EMPLOYMENT SERVICES

MARGUERITE TODHUNTER

Executive Placement—Art Trades. 112 W. 42 St. Hrs. 11-4. Wis. 3372. Artist—visualizer—make-up; women's fashions, publication, \$65. Copy writers, agency experience, versatile, to \$100. Christians. Finished layout furniture, some copy, \$65.

Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All interviews by Elizabeth Muncy, for 10 years in charge of employment bureau of A.A.A.A.

280 Madison Ave., New York City
Caledonia 2611

HELP WANTED

ADVERTISING SALESMAN—Full or part time; original direct mail plan; repeats; big seller; big down payment with each order. Give experience. Box 371, Printers' Ink.

SALESMAN for Community Advertising for New York State. Write Cartoon Advertising Service, Cleveland, Ohio.

Wanted—a technical man for editorial department of automotive publication. Must be familiar with automotive engineering practice and development. Ability to write desirable but not essential at start. Beginning salary \$3,600 a year. Box 372, Printers' Ink.

Wanted: Copy Contact Man—Progressive California agency has highly desirable opening for thoroughly experienced agency advertising man, capable of writing major copy and contact work. Write, in confidence, giving complete personal details, including age, experience, reference, desired minimum salary. Box 390, P. I.

A SUBSCRIPTION MANAGER for a trade journal publishing company in Chicago. A man of experience, who is used to handling lists; who can assume charge of traveling solicitors; who can devise new methods of getting subscribers; who can himself write good letters and circulars; and who can also supervise the issuance of books and directories. Please give every particular; past experience, salary, reasons why, etc., in first letter, in confidence. Box 369, Printers' Ink.

Recognized Advertising Agency wants to hear from aggressive man who wants to become associated with young, but capable organization. To a man who can help produce desirable business, an opportunity of becoming a joint owner of this business is offered. Men who are interested only in a connection where there is a soft berth with drawing account, kindly save your time and ours. Box 391, Printers' Ink.

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Uplate Advertising Agency seeks man or woman with successful experience in copy and layout work. Only those letters giving full details of capacity for the job, and salary requirements, will be considered. Box 377, Printers' Ink.

WANTED—A young man with mechanical advertising mailing department experience who has been editing a house-organ. We are a moderate-sized manufacturer of specialty steel products, location Middle West. State experience in detail and starting salary expected. Box 388, P. I.

EDITOR WANTED—An old-established monthly trade magazine has an opening for a man with trade journal experience, one who has expert knowledge of attractive make-up and display, sense of news and feature values, ability as an editorial writer and to edit articles of a more or less technical character. The position would require that at least a part of the time be given to contacting with executives in the industry the magazine serves in the interest of both the editorial and advertising departments. Please write in detail, setting forth qualifications for this position, past and present connections. Also attach photograph to application and state references and salary expected. Box 384, Printers' Ink.

POSITIONS WANTED

ART DIRECTOR employed with large advertising agency seeks position with a good, progressive but small agency. For particulars and interview write Box 376, Printers' Ink.

Advertising Salesman—six years selling experience. Metropolitan newspaper and magazine, local and national. Wishes to make immediate change for very good reasons. Box 374, Printers' Ink.

Retail Advertising Mgr.

Accustomed to producing millions for chain, specialty, department stores. \$5,200 yearly or part-time. Box 387, P. I.

TECHNICAL PUBLICITY

A technical publicity and advertising copy writer-contact man with industrial, agency and newspaper experience wants to organize and run publicity department in a medium-size agency or for manufacturer. New York only. Write Box 368, P. I.

A Real

EXECUTIVE

This man KNOWS efficiency and economy in organization, management, financing, accounting, production, advertising and sales from a long, successful, diversified experience with large and small organizations. He has imagination, sound judgment and good personality and a keen analytical mind. A result-producer easy to work with. Now employed. Seeks greater responsibility and opportunity in sound business in or near New York. Married, American, Christian. Compensation equivalent to results produced with minimum of \$600 a month.

EFFICIENCY

Box 382, Printers' Ink

RADIO Continuity Writer and Production Manager—Present engagement with 4A Agency ends June 30th. In radio since 1926; conducted Broadcasting Station ten months. Box 375, P. I.

Artist with Ability—24 sheet posters, color sketches for lithographers, window display ideas, figures. Finished work or roughs—wants position where this ability is required. Box 370, Printers' Ink.

WOMAN WRITER offers service on technical accounts, booklet writing, text copy, magazine publicity. Wide experience in engineers' and builders' specialties. Box 385, Printers' Ink, Chicago Office.

SECRETARY-STENOGRAPHER—Competent, efficient in handling detail; work on own initiative; able correspondent; experience magazine, advertising sales. Protestant. Salary \$30.00. Box 383, P. I.

ALL-ROUND PEG WHO PEGS!
12 YEARS' publicity, copy, sales promotion, experience managing editorial and business ends of publications, etc.; 34. Box 367, Printers' Ink.

Typographic Layouts and mark-up for composition. Sketching ability, direct advertising visuals. Lettering. Desire opportunity with progressive organization. Young, Married. Go anywhere. Box 378, Printers' Ink.

Do you need a FOREIGN AGENT in Denmark!

Young man, 32, personable appearance and character, experienced in advertising and selling, will represent publisher, agent, or manufacturer. Sailing July 5th. Box 373, Printers' Ink.

CAUTION

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

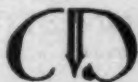
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ACADEMIC?

We are told this ad is *academic*—that advertisers don't select an agency by *tests* or *qualifications*, but by *hunches*. Nevertheless, here are the "12 TESTS" by which we believe an advertiser *might* well select its agency—by which we continually strive to shape our service. These "12 TESTS"—originally listed in our manual of written standard practice—we have now discussed in a folder which we will gladly send advertisers on request.

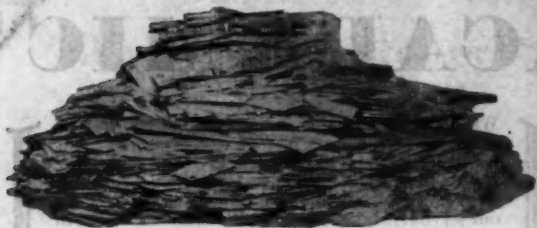
- ☐ Will our account be served by owner-principals of the agency?
- ☐ Have these principals broad business management experience?
- ☐ Is their marketing and advertising experience extensive?
- ☐ Will our problems have the group judgment of these principals?
- ☐ Will judgment be based on accurate analysis of adequate data?
- ☐ Will this judgment be independent?
- ☐ Will their marketing-advertising plan be complete and well balanced?
- ☐ Will it be executed promptly?
- ☐ Has the agency proved its resourcefulness in meeting new day problems?
- ☐ Do its layouts achieve distinction and its copy tell the story?
- ☐ Has it complete departmentalized facilities?
- ☐ Has it financial standing and reputation?



Carroll Dean Murphy, Inc.

35 East Wacker Drive • Chicago

Advertising



IN its sixteen years of service to readers of the Chicago Tribune, the Investors' Guide department has received more than 250,000 inquiries about financial matters.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, May, 1930:
835,053 Daily; 1,096,066 Sunday

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